HEINL RADIO BUSINESS LETTER

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January 5, 1937.

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"There are numerous obstacles to be overcome and much technical development is required before television can be established on a sound national scale. Nevertheless, the rate of progress is rapid and the energies of the laboratories of the country are being concentrated on the technical development of television."

The FCC Engineering Department indirectly recommended that the Commission move cautiously in making allocations and leave the way open for changes as technical progress continues.

Reciting the record of the hearing held by the FCC in mid-June, the Engineering Department said:

"The evidence showed the necessity for making tentative allocations in order to avoid the pitfalls of premature intrenchment resulting from huge expenditures for experimental apparatus, developing into future obstacles of a practical nature when the time becomes opportune for permanent allocation.

"It was also indicated that even though the useful radio spectrum in the next few years will be seven times as extensive as that of today, there would not be made available such additional multiplication of channels, and that with the advent of new services such as television and other new uses for radio, the Commission would continue to be confronted with a dearth of radio facilities in the face of a large demand therefor.

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"The rapid progress being made in the development of facsimile communication, both in the transmission of photographs and in the transmission of printed matter by radio and wire, has reached a stage which commands attention. Facsimile transmission and reception has the possibility of affecting considerably the method of conducting record communications in the future. While the future economic problems and benefits presented by facsimile are not yet clearly understood, it appears that the potentialities of this new service are of sufficient importance to require close attention to the results of experimentation and evolution in commercial operation.

"The inauguration of field tests of the coaxial cable system between New York and Philadelphia is a forward step in the technique of communications. The results of these tests should be viewed with interest because of the potentialities involved in the application of this type of cable to the service of the public in the future. If the coaxial cable system should prove to be practical, it may bring about economic results of possible benefit to the public. The Commission's policy in this respect is to give full consideration to this technological trend and its social and economic consequences."

The FCC Legal Department reported that "while the past fiscal year has been characterized by an increase in the number of complaints received with regard to the program service of broadcast stations, the majority of the investigations conducted pursuant to such complaints resulted in informal adjustment thereof.

"In only 11 instances did the investigations, conducted as a result of the complaints, or reports from the Commission's field offices, require formal action, these being concerned with stations that broadcast lottery programs, objectionable medical programs, stock-selling schemes, and commercial fortune-telling programs.

"Final Commission decision has been rendered with respect to five of the aforementioned 11 cases, one resulting in the failure to renew the license of a station and its consequent deletion."

The report recites the various new rules invoked by the FCC during the year, studies conducted, and the effect of the repeal of the quota amendment.

The greater portion of the 131-page document, however, is devoted to statistical data concerning carriers engaged in wire or radio communications and the companies controlling them.

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1937 RADIO REVENUE SEEN EXCEEDING RECORD OF 1936

Although broadcast advertising revenue reached an estimated $114,400,000 in 1936, indications are that this record will be surpassed in 1937, according to Dr. Herman S. Hettinger, Assistant Professor of Marketing, University of Pennsylvania, and now associated temporarily with the Federal Communications Commission.

Writing in Broadcasting, Dr. Hettinger said, in part:

"A continued growth of broadcast advertising volume may be expected during the coming year. Though complete information is yet to become available, it seems that radio advertising in 1936 experienced a gain of no less than 19% over the previous year. Assuming growth in 1937 at even half that rate, a total volume in the neighborhood of $125,000,000 may be expected. Volume here is stated on the basis of the one-time rate conventionally employed by media for this purpose.

"The preceding prediction is made on the basis of an estimated total volume for 1936 of $114,400,000. This estimate is based upon data for the first ten months of the year, and also contains an upward readjustment of NAB local broadcast advertising volume, the necessity of which was revealed in the recent Bureau of Census report on the radio broadcasting industry. It should be noted that the readjustment is based upon incomplete data and represents merely a tentative estimate. However, it is the best possible at the present time and at least presents a better picture of total broadcast advertising and of the relative importance of various portions of the medium than otherwise could be secured.

"Estimated broadcast advertising volume for 1935 and 1936 (gross time sales) on the basis of readjusted local volume is as follows:

	1935	1936
National Networks	$50,087,686	$59,000,000
Regional Networks	1,110,739	1,400,000
National Non-Network	17,000,000	23,000,000
Local	27,000,000	31,000,000
	$95,678,425	$114,400,000

"Of even greater interest are the probable developments with regard to various portions of the medium. National network advertising will continue to gain, though the rate at which it will do so depends upon a number of highly speculative factors.

"National network volume was the first to recover from the set-back which radio advertising received in 1932 and 1933 as a result of the depression. Network advertising experienced a gain of 35.3% in 1934 over 1933, and of 17.4% in 1935 over the preceding year. The increase for the year just closed will

probably be between 15% and 18%. It should be noted that a portion of this evenly maintained rate in the past two years has been the result of the entrance of the Mutual Broadcasting System into the national network field. Had this not occurred, the tendency toward a slower rate of increase would have been more pronounced."

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CBS BID ON WOAI WITHDRAWN AS EXAMINER DISAPPROVES

Consummation of probably the second largest broadcasting station deal was blocked last week and the deal called off, temporarily at least, after a Federal Communications Commission Examiner had recommended against approval of the sale of WOAI, San Antonio, to the Columbia Broadcasting System for $825,000.

CBS has little choice after Examiner P. W. Seward had filed his report only a few days before the purchase contract was due to expire on December 31. The FCC Broadcast Division was out of session for the holidays and did not resume its meetings until today, Tuesday, January 5th.

Station WOAI, a 50,000 watt outlet, is now an NBC affiliate. Under the proposed shake-up, KTSA, San Antonio, and KNOW, Austin, both owned by Hearst Radio, Inc., were scheduled to join NBC, as WOAI went to CBS.

The adverse Examiner's report, which raised a grave question as to the property rights of broadcasting stations, was unexpected in view of the FCC's former approval of the purchase of KNX, Los Angeles, by CBS for the record price of $1,300,000.

Examiner Seward recommended denial on the ground that it would violate two sections of the existing law. He held it would "amount to the recognition of an assertion of ownership and sale of radio facilities" and also that it would violate the public interest clause.

In a 25-page report, the Examiner delved deeply into precedents established in other cases and into radio law. "All of the acts of Congress and the decisions of the Court", he said, "negative the idea that a licensee of a radio broadcast station should ever be permitted to place a value on the license, frequency or channel or be permitted to traffick in radio facilities or to assert or exercise 'ownership' thereof." He said that it appeared certain that if Congress had intended to permit the "barter, sale, trafficking in radio broadcast licenses, frequency, or channels, it would have fixed a standard for the guidance of this Commission in arriving at a proper value."

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PAYNE DOUBTS CONSTITUTIONALITY OF BAN ON PUBLISHERS

While pointing to the inherent dangers of newspaper control of the radio, Federal Communications Commissioner George Henry Payne doubts that a law restricting publishers from gobbling up broadcasting stations would be constitutional.

Speaking before the American Association of Teachers of Journalism at St. Louis, Commissioner Payne denied that radio constitutes a challenge to journalism.

"The idea that radio challenges journalism is not based on a knowledge of history or of the evolution of political, economic or even of technical ideas", he said. "Journalism is the safeguard of democracy even when journalism is prejudiced. It is an institution. Radio is but an instrument.

"Radio will affect the profits that come from advertising as aviation will affect the profits of carriers on the ground who have hitherto enjoyed a monopoly of transportation.

"The basis of the objection to newspapers owning broadcast stations is the belief on the part of many legislators that radio should be a check on the newspapers and not under their control. It is pointed out that if 85 percent of the papers in the country are opposed to one candidate, the only protection he has against unfair play is the fact that he can go to the people over the air.

"It is this critical attitude that has given encouragement to those who are opposed to newspapers owning radio stations. The number of those who hold this view has greatly grown in the last six months. As we of the Federal Communications Commission have never had to meet the situation, the problem has remained in the realm of general discussion. Personally, I do not see how you are going to frame a constitutional law that will bar the owner of a newspaper from operating a broadcast station if you allow manufacturers of this article or that to do so.

"Up to date, however, I have not heard of anyone seriously attempting to draft such a law, although one distinguished legislator believes that such a law could be upheld as constitutional - as was the law prohibiting the railroads from owning the coal mines. When that bill is drafted, the debate will be bitter and illuminating.

"After the recent election we heard much discussion along the line that radio had superseded journalism as an influence with the people. It is difficult to conceive such an idea or the basis for such a belief. By the very means of its existence it is impossible for radio broadcasting to rise to the heights of the journalistic accomplishment in this country in the last 150 years. You might just as well say that radio

had succeeded to books and that hereafter people will no longer read, they will just listen, and accept the almost inevitable corollary that in the course of time they will stop thinking and do nothing but talk.

"Radio as a means of instant communication with all sections of the world will develop. As a means of transmitting news and even views it will, we hope, help to bind the people of the world together in the onward march toward happiness, progress and peace. But the motive power that will furnish the ideas transmitted through the air to the millions of the human race will be the genius that developed both democracy and journalism in this country and that will ever be the spiritual force of an unselfish Fourth Estate."

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ENGINEERS TO SUBMIT PRELIMINARY REPORT TO FCC

A preliminary report based on findings of the Engineering Department from a study of evidence submitted at the October broadcast band hearing will be submitted this week to the Broadcast Division of the Federal Communications Commission. Its contents are not immediately available.

From usually well informed sources, however, it appeared that the Engineering Department would recommend removal of the 50 KW maximum power limitation on clear channel stations, and a reduction in the number of clear channels to 28 or 29.

The question of super-power allocations for establishing more stations like WLW, Cincinnati, was left to the FCC to decide as a matter of policy, it is understood, on the ground that social and economic factors outweigh technical considerations in power grants beyond 50 KW.

Classification of broadcasting stations into six groups also is understood to be one of the recommendations expected.

Meanwhile, it was learned that Dr. Herman S. Hettinger, Assistant Professor of Marketing, University of Pennsylvania, has been hired by the Engineering Department to summarize certain of the economic data produced by the October hearings.

Consequently, it is believed that a remored proposal that an "economic section" to pass upon market and social factors in broadcast allocations will not be made until Dr. Hettinger's study is completed, if at all.

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TRADE MARK RULING RECOGNIZES SIMILARITY OF SOUNDS

Recognizing the widespread use of radio as an advertising medium, the U. S. Court of Customs and Patent Appeals in Washington has ruled out a trade-mark application on the ground that it resembled a registered trade-mark in sound although not in spelling.

Reversing the Commissioner of Patents in the case of Marion Lambert, Inc. vs. Edward J. O'Connor, the court ruled that the latter could not be given a registration of the mark "VOO" for a depilatory, because it resembled too closely the mark "DEW", a deodorant, held by the Lambert corporation.

"Similarity in the sound of the names under which goods are sold is becoming a more important consideration in the decision of cases of this kind as the effective advertisement of goods becomes increasingly dependent upon radio facilities" said the opinion. Judge Finis J. Garrett was the only member of the five-judge court to dissent. The decision was handed down by Judge Oscar E. Bland.

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EDMUNDS, FORMER RADIO EXECUTIVE, DIES

Ralph Edmunds, publicity director of the Metropolitan Opera House in New York many years ago and later business manager of the Philadelphia Philharmonic Orchestra, died last Saturday in the French Hospital, New York City.

He was an Englishman by birth, but had lived in the country for many years. In 1904 he left the Metropolitan to manage the Henry W. Savage English "Parsifal" company, returning to his old position later. His last season with the Metropolitan was that of 1909-10.

He was with the Philadelphia Orchestra during the war years, and until 1929 he had been manager of Station WRC of the National Broadcasting Company here in Washington.

Surviving are his widow, Mrs. Rose Marie de Foix Edmunds, and two daughters, Mrs. Eleanor E. Oliphant and Miss Rose Marie de Foix Edmunds.

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ARNOLD LAUDS RADIO ADVERTISING IN PUBLISHERS' ORGAN

Writing the first of his weekly articles on radio in Editor & Publisher, Frank A. Arnold, former radio executive and advertising man, has this to say of radio advertising at the end of a brief historical review of broadcasting:

"It is not the purpose of this article to elaborate on the commercial side of broadcasting other than to call attention to the fact that radio presents to the advertiser the realization of his dream long unfulfilled, that some method might be devised whereby his product could be brought directly to the attention of the family circle. What could be more ideal than a medium of communication which would lay down the sponsored program inside the home and under circumstances where the beauty of the program itself assured the advertiser a courteous reception of his message? The development of the commercial side of broadcasting was approached with great care and with some apprehension and this contains material for a story of its own. Suffice it to say in dollar terms that in 1927 the revenues from broadcast advertising were less than $1,000,000. Progressively, by leaps and bounds, this has increased until the total figures for 1936, when finally assembled, will undoubtedly show cash revenuefrom all forms of broadcast advertising, both net-work and local, in excess of $103,000,000.

"Lacking at the start serious consideration by either the advertiser or his agency, ridiculed by many as a new-fangled music-box, tolerated by other advertising media as of not enough importance to be classed as a competitor; in spite of all this there has been developed a strong, healty, progressive and altogether worthwhile medium - Radio, the Fourth Dimension of Advertising."

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FDR CONGRATULATES MBS ON EXTENSION

President Roosevelt and Commissioner Anning S. Prall extended congratulations to the Mutual Broadcasting System on its coast-to-coast expansion when the Mutual Network inaugurated nationwide service last week. The official messages opened the dedicatory program welcoming the Don Lee network of California and the Iowa and Central States networks, as they joined Mutual.

Alfred J. McCosker, Chairman of the Board of Mutual and President of WOR, and W. E. Macfarlane, President of Mutual, formally accepted President Roosevelt's and Commissioner Prall's greetings.

Mr. McCosker, in welcoming the Don Lee group to Mutual, emphasized the increased opportunity for public service and on behalf of the Board of Directors and staff of Mutual accepted "that responsibility as a mandate."

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INDUSTRY NOTES

The National Labor Relations Board on December 31st ruled against the Mackay Radio & Telegraph Co. in connection with its Portland, Ore., labor trouble and ordered Mackay to reinstate four employees with pay. The Mackay Company was ordered not to discriminate against any members of the American Radio Telegraphists Associations in regard to rehiring or any other conditions of employment.

An appointment to the job of Chief of the Electrical Division, U. S. Bureau of Foreign and Domestic Commerce, is expected momentarily. Three candidates are being considered seriously. Andrew W. Cruse left the post on December 15th to become Assistant Chief Engineer of the Federal Communications Commission.

Analyzing the first two years of the Cuban-American reciprocal trade agreement, the State Department in a press release for last Sunday cited "radio apparatus" as among the industrial products receiving tariff benefits.

The Broadcast Division of the Federal Communications Commission has granted the petition of Central Newspapers, Inc., to reconsider its action of December 15, 1936, in designating for hearing the application of the Indianapolis Broadcasting Inc., Station WIRE, Indianapolis, Ind., to transfer control of WIRE to Central Newspapers, Inc., and directed that said application be dismissed from the hearing docket and granted (Commissioner Case dissenting). It was further directed that an order be entered accordingly and forwarded to all interested parties.

Thomas P. Littlepage, Sr., radio counsellor, has been appointed Chairman of the Transportation Committee of the Roosevelt Inauguration by Rear Admiral Cary Grayson, Chairman of the Inaugural Committee.

The Federal Trade Commission has ordered C. G. Hyre, of Morgantown, W. Va., trading as The Pepsotalis Co., to cease and desist from unfair trade representations in the sale of "Pepsotalis", a medicinal preparation advertised by means of radio broadcasts.

Ted Rogers, radio editor of the New York World-Telegram, has started making personal tests of new all-wave and short-wave radio receivers and reporting his findings to readers of his column. He undertook the survey, he said, because of numerous inquiries from readers as to what short-wave set he would recommend.

The Westinghouse Electric and Manufacturing Company for November had a net profit of $1,226,192 after all charges and taxes, including provision for undistributed profits taxes. This brought the average net income for the November quarter to $1,299,100 monthly. It entitled employees to an increase of 12 percent in December wages or salaries under the company's wage and salary plan introduced in May.

Libel suits seeking damages of $100,000 each have been filed in District Court at Des Moines against the Iowa Broadcasting Co. and the Central Broadcasting Co. by Harold M. Cooper, of Marshalltown, Ia., former Chairman of the Iowa State Liquor Commission. Joined as defendants were WMT, Cedar Rapids; Verne Marshall, editor of the Cedar Rapids Gazette, 1936 Pulitzer prize winner for meritorious public service; and the Gazette Co.

Marshall, the Gazette Co. and radio station WHO, Des Moines, were also named in the Central Broadcasting petition.

Both suits grew out of speeches made by Marshall over WHO and WMT, Oct. 25 and Oct. 29, and published in the Gazette. The suits allege damages for malicious defamation of character.

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SOAP MAKERS NOW LEADING NETWORK SPONSORS

With Fels Naptha due to go completely network (CBS) Jan. 13, the coming year will probably find the soap industry accounting for a gross income in time of over $6,000,000 to NBC and Columbia, according to Variety. Steady increase in accounts and expenditures from the soap business over the past five years reflects one of the more arresting success stories which broadcasting has to tell. It is estimated that the manufacturers in this classification will have spent around $7,000,000 for network and spot programs, exclusive of talent, during 1936.

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D. C. FIRM CHARGED WITH MISUSING RCA NAME

Unfair trade representations in the sale of radio receiving sets, radio tubes, and supplies, are alleged in a Federal Trade Commission complaint issued against Sun Radio Service & Supply Corporation, 938 F Street, N. W., Washington, D. C.

Advertising its products as "Newest R.C.A. Licensed Automatic Featuring the New Metal Tube", the respondent company, through its representations, is alleged to have deceived buyers into believing that its products were those of the Radio Corporation of America and its subsidiaries, and that its glass tubes were metal tubes in which the technical elements were sealed in a vacuum of steel, when these were not the facts.

The complaint points out that the Radio Corporation of America has built up valuable good-will in the letters "R.C.A." as applied to its products, particularly to its radio receiving sets, radio tubes and supplies, and that the use of those initials is understood by the public to signify products manufactured by that corporation and its subsidiaries.

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NAB SALES DIVISION TO HOLD TWO-DAY MEETING

The first national meeting of the Sales Managers' Division of the NAB will be held in the Hotel Sherman, Chicago, January 18,19.

Climaxing a series of regional meetings held by branches of the Division, the national sessions cover a wide range of subjects relating to sales policies of stations, rates, discounts, merchandising and other business practices. Among the speakers are C. W. Myers, NAB,president; R. J. Barrett, Jr., Blackett-Sample-Hummert, Inc., Chicago; T. F. Flanagan, president, Penn Tobacco Co., and James W. Baldwin, NAB Managing Director.

Approximately 100 station executives are expected to attend the session. The meetings will be open only to members of the Sales Managers' Division or other station representatives with qualified credentials.

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20 ZONE, INTER-ZONE POLICE STATIONS NOW AUTHORIZED

The Federal Communications Commission disclosed this week that 20 zone and inter-zone radiotelegraph police stations have been authorized as the result of an allocation of frequencies to the service last September.

Bringing police agencies of cities and States into closer coordination in the pursuit of criminals, the 20 stations constitute the beginning of what eventually may become a nationwide network with the key station at the Justice Department's Bureau of Investigation.

The zone stations are those which are authorized to communicate with other police stations within their respective States, while the inter-zone stations may exchange information with adjoining States, as well as with cities in the State in which the inter-zone outlet is located.

Practically all of the licensees so far have permits to operate both zone and inter-zone transmitters. Among the cities which have obtained the new police radio facilities is Leavenworth, Kans., where the Federal prison is located.

Others are: Atlanta, Buffalo, Detroit, Houston, State Department of Public Safety at Indianapolis, Kansas City, Mo., Louisville, Memphis, New Orleans, State Highway Patrol at Columbus, O., St. Louis, Cleveland, Grand Rapids, Mich., City of Indianapolis, State of Minnesota at Redwood Falls, State Highway Patrol at Jefferson City, Mo., Richmond, Ind., and Tulsa, Okla.

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COPYRIGHT ISSUE REVIVAL SEEN AS DUFFY BILL REAPPEARS

Revival of the copyright issue that stirred up acrimonious debates between members of the 74th Congress is in prospect.

Senator Duffy (D.), of Wisconsin, reintroduced his bill, favored by the broadcasting industry, with slight changes, and authors of other copyright bills are expected to resubmit their measures momentarily.

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PAYNE STRONGLY MENTIONED AS CRUSE SUCCESSOR

Although officials of the Commerce Department declared that the appointment as yet had not been made, there was every indication that John G. Payne, formerly with the Westinghouse Company, had the inside track as successor to Andrew W. Cruse as Chief of the Electrical Division of the Bureau of Foreign and Domestic Commerce. In picking someone to succeed Mr. Cruse, who resigned last month to become an Assistant Engineer of the Federal Communications Commission, Assistant Secretary of Commerce, Ernest G. Draper, asked various interested industrial organizations, such as the National Electrical Manufacturers' Association, the Radio Manufacturers' Association, the Edison Electric Institute, and the National Association of Broadcasters, to make recommendations as to the new man. It is understood that most of these organizations have agreed upon Mr. Payne.

It was said at the Commerce Department that Mr. Payne "was about 49 or 50 years old, a business man with a technical background and one who would have a practical approach to the problems of the Electrical Division."

Mr. Payne was reported to have served the Westinghouse Company as a foreign representative and to have made export surveys for that concern. The position of Chief of the Electrical Division of the Bureau of Foreign and Domestic Commerce pays $5,800 a year.

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THREE NEW STATIONS AUTHORIZED BY FCC

The Federal Communications Commission this week granted construction permits for the establishment of three new broadcasting stations. They are:

Free A. Baxter, Superior, Wis., 1200 kc., 100 watts, unlimited time; Tulare-Kings Counties Radio Associates, Visalia, Cal., 1190 kc., 2500 watts, daytime; Eastern States Broadcasting Corp., Bridgeton, N. J., 1210 kc., 100 watts, daytime.

McNary & Chambers, of College Park, Md., were granted a permit for a new experimental station on 1060 kc., 100 watts, for the purpose of experimenting with synchronizing a booster broadcast station without the use of wire lines.

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GENE IS NOW "MIZPAH - PA"!

Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation of Chicago, and Mrs. McDonald are receiving the congratulations of the radio industry upon the birth of a daughter. Of the happy event, the Chicago Herald-Examiner has the following to say:

"One of the nicest cabins on 'Mizpah', the Eugene McDonalds' yacht, is being turned into a nursery for the little daughter born Saturday at Henrotin Hospital to the 'Mizpah's' 'skipper' and his pretty young wife.

"The little girl, who hasn't been given a name yet, will spend the Winter 'on land' with her proud and happy parents in their Lake Shore Drive apartment, but as soon as 'Mizpah' is out of dry dock, she will take her rightful place as the real commander of the largest and most palatial yacht on the Great Lakes.

"Until this Winter the McDonalds have made their home aboard the yacht since their marriage several years ago, and if there's anything to the theory of 'like father, like daughter', Miss McDonald will be more at home on the water than on dry land."

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RADIO STILL TRAILS FILMS IN YEARLY SALARIES PAID

Despite the payment of large weekly salaries to big-name entertainers for a few months of broadcasting, radio talent is still behind the motion picture stars in the volume and extent of salaries received over a 12-month period. This was apparent in the lists of salaries made public this week by the House Ways and Means Committee upon receipt of a report from the Treasury Department.

Radio could produce no name that carried earnings as much as the $480,833 listed by Mae West. In fact, the preponderant majority of entertainers who reported salaries of more than $50,000 came from the films and stage.

The business of broadcasting produced one high-salaried executive, William S. Paley, President of the Columbia Broadcasting System, who drew $169,097 in 1935, which was almost double the $96,000 earned by Owen D. Young, Chairman of the Board of General Electric. Edward Klauber, Vice-President of CBS, got $50,269.

Maj. Edward J. Bowes, listed as Executive Director of Edmar Enterprises, Inc., drew $135,642, and for similar position in the Tyro Productions, Inc., $114,357.

Some of the outstanding radio entertainers and their earnings were:

George Burns and Gracie Allen, $92,000; Joe Penner, $100,000 stage and $69,500, radio; Sigmund Romberg, the composer, got $65,905 from radio; Rudy Vallee, $166,348; Paul Whiteman, $242,372; Walter Winchell, radio, $77,500; Al Jolson, $78,200; and Victor Young, $58,701.

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38 NEW STATIONS AUTHORIZED BY FCC LAST FISCAL YEAR

The Federal Communications Commission authorized 38 new broadcasting stations and deleted five existing stations in the fiscal year ending June 30, 1936, its report to Congress this week disclosed.

Out of 3,567 applications of various sorts for improved facilities, 3,407 were granted by the FCC. These comprised construction permits, licenses, modifications of construction permits and licenses, consent to voluntary assignments of construction permits, extension of licenses, installation of automatic frequency control equipment, special authorizations, emergency authorizations, consent to transfer control of corporations, and permits to locate, maintain or use studio or apparatus for production of programs to be transmitted to foreign stations.

There were less licensed stations in operation at the close of the fiscal year 1936 than at the end of the fiscal year 1927, the report shows, although the former number has been increased since last June.

The total number of stations licensed or under construction on June 30, 1936, was 656 as against 681 in the corresponding period of 1927.

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DRYS CHARGED WITH USING BOOTLEG STATION; BILL HITS ADS

A complaint that "organized drys" of the United States are using a "bootleg" broadcasting station on the Mexican border to disseminate propaganda in this country was filed with the Federal Communications Commission as a bill was filed in Congress to bar liquor advertising from the air.

The complaint came from C. D. Cecil, secretary of the National Institute of Manufacturers and Distributors, Inc., while the bill was introduced by Representative Culkin (R.),

of New York. It was referred to the House Committee on Interstate and Foreign Commerce.

The complaint specifically asks investigation of an announcement by Miss Ethel Hubler, editor and publisher of "The National Voice", of Los Angeles, Calif., of "dry" broadcasts from Del Rio, Texas, by means of Station XERA, which is located in Villa Acuna, Mexico, "and over approximately 60 other stations in 30 different States." The XERA station is operated by Dr. John R. Brinkley, whose station, KFBB at Milford, Kans., was closed by the Federal Radio Commission about six years ago after a public hearing on charges that its broadcasts were "inimical to public health and welfare" and the nature of its programs conflicted with the law prohibiting the broadcasting of "profane, obscene, or indecent" utterances.

The complaint made by the National Institute of Manufacturers and Distributors, Inc., which is an organization of industrialists opposed to Prohibition, contends that the broadcast as announced by the "dry" publication, indicates violation of United States Law. It quotes Miss Hubler's statement that her broadcast will emanate from Del Rio, Texas, and be transmitted by Station XERA, and declares:

"This announcement would indicate violation of the Federal Communications Act of 1934 (Public Law No. 416). The radio broadcasting station named XERA, is located on foreign soil, at Villa Acuna, Mexico, and the Communications Act of 1934 specifically prohibits transmission of programs from the United States to foreign stations which can be heard in the United States.

"Further, this announcement by The National Voice suggests that this foreign station, XERA, one of the so-called 'bootleg' stations along the Rio Grande, which, seriously interfere with the operation of stations in the United States licensed by your Commission, has been made an integral part of a broadcasting chain in this country which includes 60 stations in 30 States."

The complaint also cites that the action of the Federal Radio Commission in closing the station operated by Brinkley in Kansas, was upheld by the United States District Court of Appeals for the District of Columbia in a decision which quoted the Biblical injunction: "By their fruits ye shall know them."

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ZEH SOCKS TELEVISION

Writing in the January issue of All-Wave Radio magazine, Jah Bouck says:

"After a few rounds, television never even came out of the corner.

"As in several past occasions, it is quite possible that for some years to come television's most important corner will be on the stock market."

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BBC REPORTS SMALL PROFIT FOR CALENDAR YEAR 1936

The British Broadcasting Corporation, which is barred by law from broadcasting advertisements of sponsored programs, earned a net profit of 324,161 British pounds in the calendar year 1936, according to a BBC press release.

Every owner of a radio receiving set in Great Britain must pay a license fee of ten shillings a year, which is collected by the British Post Office. Under the terms of the new agreement, which became effective January 1st, the BBC will get approximately six shillings and tenpence from each license fee.

As there are 7,897,518 licensed receivers now in use, the BBC estimates its 1937 income at more than £2,500,000. Last year its revenue, including income from publications, was £2,472,572 pounds.

Expenditures were divided as follows:

	£	£
Programs:		
Artists, Speakers, etc.	401,380	
Permanent Orchestras	201,080	
Performing Rights, Copyright Fees, and News Royalties	187,361	
Program Staff Salaries	227,200	
Miscellaneous	93,551	1,110,572
Engineering		386,529
Maintenance of Premises		182,560
Administration		118,898
Contribution to Staff Pension Scheme and Benevolent Fund		37,537
Governors' Fees		5,207
Depreciation and Renewal of plant and premises		187,000
Provision for Income Tax		120,108
		2,148,411
Balance		324,161
		£2,472,572

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F.D.R. RUNS TENTH IN RADIO POPULARITY POLL

President Roosevelt, who didn't even choose to run, outfinished such sars as "Amos 'n' Andy", Nino Martini and Lawrence Tibbett in a national poll of radio popularity conducted by Motion Picture Daily.

The President wasn't the leader of this all-American open radio artists selection, made by more than 400 radio writers, but he finished well up in the money: tenth, in fact.

While the President's radio popularity with the radio writers didn't measure up to his political popularity with the people last November, it probably was greater than his popularity with the political writers before the election.

Those who finished ahead of the President in the open group were, in order, Jack Benny, Fred Allen, Rudy Vallee, Helen Hayes, Eddie Cantor, Bob Burns, Bing Crosby, Fred Astaire and Jessica Dragonette.

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WORLD DEMAND FOR RADIO FACILITIES CROWDS SPECTRUM

The problem of finding space for new radio facilities is becoming increasingly acute, the Engineering Department of the Federal Communications Commission stated in its report to Congress this week.

"During the past year many new assignments were made to stations in all parts of the world, and the problem of finding adequate space in the needed portions of the spectrum for the United States was more difficult than at any time before", the report stated.

"To show the tremendously rapid growth in the use of radio frequencies during the last few years, a comparison with the original international frequency list established by the Berne Bureau in December 1928 is illuminating. In the original list of December, 1928, a total of approximately 1,700 stations were listed. Five years later the number of stations was approximately 17,000, or a 10-fold increase. A rough check of the latest list dated March, 1936, shows a total of 25,000 stations. These figures are for stations at fixed locations and do not include ship, aircraft, amateur, and portable stations.

"Thus it is obvious that the difficulties of fulfilling the radio phase of the requirement of the Communications Act of 1934 for the establishment and maintenance of a rapid efficient world-wide wire and radio communication service with adequate facilities at reasonable charges for the public and for the pur-

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pose of the national defense are becoming increasingly difficult by reason of the lack of space in the useful radio spectrum. Detailed studies of an engineering nature are being made of the existing facilities both wire and radio, and the advantages and disadvantages of 'direct communication' versus 'indirect communication' are being thoroughly investigated, as well as technical improvements leading to increasing the availability of space in the 'ether'."

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DOUBLE RADIO CENSORSHIP PREVAILS IN HOLLAND

One of the difficulties with which the Dutchman who broadcasts a "talk", especially if that talk is topical or one on religion or politics, is confronted is the fact that his words are subject to the double censorship of the society which engages him (or allows him to use its time) and of the Government censor, according to World Radio.

This "preventive censorship", as it is called, is regarded, according to a correspondent in Holland, as irksome both in its mere existence and in the manner in which it is applied. Even the most topical of such talks must be submitted, with eight typed copies, to the Radio Central Control Commission three days before being broadcast, the only exceptions being the scanty news supplied by the official Press Bureau and descriptions, made at the time, of sporting and other public events.

The broadcasting societies and their speakers point out that this method makes the "topical" talks nearly a week old before they are heard by the public and thus places the radio reporter at a great disadvantage with the press, which, one of such speakers points out in the weekly organ of the N.C.R.V., "can always report and comment in the evening editions upon what has happened the same day."

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Renewal of the license of WHBC, Canton, O., and the granting of authority to transfer the license from Edward P. Graham to the Ohio Broadcasting Co., and modification of the station's construction permit, were recommended to the Federal Communications Commission this week by Examiner Melvin H. Dalberg.

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NOTES

Among the members newly appointed to the President's Inaugural Finance Committee in Washington are Harry Butcher, Vice President of the Columbia Broadcasting System; Vincent Callahan, Assistant to the Vice-President of National Broadcasting Company, and Frank M. Russell, Vice-President of NBC. John Littlepage, radio counsellor, has been appointed Vice-Chairman of the Committee.

J. E. Smith, President of the National Radio Institute, Washington, and E. R. Haas, Vice-President, are listed as receiving salaries of $20,000 each in the Treasury salary reports made public by the House Ways and Means Committee.

A "Reuter" message states that a powerful ultra-short-wave television station is now being built in Moscow. The new station will have an aerial nearly 490 ft. high to insure reception of pictures within a radius of 30 to 40 miles. Transmissions are expected to commence during next Summer.

The much-postponed hearing on the Brooklyn cases was postponed again by the Federal Communications Commission until March 18, 1937.

Issuance of a permit for construction of a new broadcasting station at Sweetwater, Texas, to operate on 1310 kc., with 100 watts power, daytime, was recommended to the Federal Communications Commission this week by Examiner R. H. Hyde.

Andrew G. Haley, Federal Communications Commission attorney for the last year assigned to Telegraph Division legal work, has been reassigned to the Broadcast Division under Assistant General Counsel George B. Porter, and will be detailed to hearing work.

The British Broadcasting Corporation, a government monopoly, has announced that Lieut. Col. R. S. H. Stafford, recently appointed to its staff, was engaged in preparations "for action to be adopted in event of war." The announcement said his work is being carried on in conjunction with several government departments, as part of a "long range plan" to utilize radio facilities in a national emergency.

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COPELAND REVIVES? REINTRODUCES FOOD-DRUG BILL

Of interest to broadcasters is the Copeland Pure Food and Drug Bill which was reintroduced this week in the Senate by its author in somewhat changed form.

Senator Copeland's program and also a measure which is backed by Representative Chapman, of Kentucky, now both propose to give control of advertising of the products to the Food and Drug Administration. The bill which passed the House last June gave this authority to the Federal Trade Commission. The Senate bill reposed the control in the Food and Drug Administration. This clash was one of the chief reasons the bill died in conference between the two Houses.

The term "advertisement" is newly defined in the Copeland bill. It now "means all representations of fact or opinion disseminated in any manner, or by any means, other than by the labeling, for the purpose of inducing, directly or indirectly, the purchase of food, drugs, devices or cosmetics."

Senator Copeland explained, in a statement, the treatment of advertising under the revised bill, and alluded to the controversy over which agency should exercise control.

"The controversial subject of control of advertising has been met by providing for the prohibition of false advertising by injunction", the New York Senator said. "The bill also states differently the offense of false advertisement. Previous bills have defined false advertisements as those which are 'false or misleading in any particular.'

"That definition has occasioned no end of controversy - some of it quite meritorious - on the ground that when applied to the unlimited field of advertising it was too elastic and encompassed things far beyond the purposes of the bill. Also it would lend itself to unnecessary and unjustified governmental interference, and impose upon the government a job far beyond the government's financial and personnel capacities to enforce."

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GENERAL C.C.I.R. MEETING SCHEDULED JAN. 21

A general meeting of the Committees preparing for the Fourth Meeting of the C.C.I.R. will be held in the offices of the Federal Communications Commission, Room 1413, New Post Office Building, Washington, D. C. on January 21, 1937 at 10 A.M. At this meeting consideration will be given the United States contribution as centralizing administration on Question 4, "Separation in kilocycles per second to be maintained between two broadcasting stations", and certain additional material to be submitted on Question 1, "Principles in the study and development of receiver selectivity curves."

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NBC BUILDS ULTRA-MODERN ANTENNAS FOR FOREIGN BROADCASTS

Two new and elaborate directional-beam antennas, under construction for several weeks at NBC's short-wave transmitting station, W3XAL, Bound Brook, N. J., are rapidly nearing completion and one of them, for South and Central America, is expected to be placed in operation on January 15. The other directive antenna, for transmissions to Europe, will be ready for use on or about February 20.

In addition to the directional-beam antennas, NBC is building new and improved non-directional systems for service to points other than South America and Europe. All of the new equipment occupies approximately twenty-five of the fifty-five acres belonging to WJZ, key station of the NBC-Blue Network at Bound Brook.

The addition of the directional-beam antennas will insure much finer service and reception of NBC programs in those countries upon which the force of the wave beam is directed.

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POPULARITY OF RADIO GROWING IN MEXICO, U.S. AGENT FINDS

Interest in radio in Mexico has shown a progressive increase in recent years, according to a report to the Commerce Department from the American Commercial Attache at Mexico City.

Imports of receiving sets and parts into the Mexican market during the year 1936 are expected to exceed 6,000,000 pesos ($1,600,000). Approximately 99 percent of these imports originate in the United States, the report points out. While some American manufacturers ship fully assembled radios to Mexico, most prefer to ship chassis, cabinet and loud speaker for local assembling.

It is estimated that at the present time there are 250,000 radio receiving sets in use throughout Mexico, approximately 120,000 of which are in Federal District. Approximately 5 percent of the total represents battery sets. The great majority of the sets in use in the Republic are capable of receiving local programs only, although the popularity of all-wave sets is growing and there is an increasing interest evident in reception of United States programs.

There are 90 broadcasting stations in Mexico, according to latest reports, of which 75 are commercial stations, 2 cultural stations, and 11 official stations. According to law a license to operate a commercial station in Mexico is granted only to Mexicans or societies or corporations organized under the laws of Mexico. Licenses for the operation of cultural stations may be extended to either a Mexican or a foreigner, according to the report.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF JANUARY 12, 1937.

No. 995

January 12, 1937.

CP FOR 1,000-WATT CAPITAL STATION RECOMMENDED FOR DILL

Former Senator Clarence C. Dill, who now practices law in Washington, this week cleared the first hurdle in the race for a new broadcasting station in the National Capital. Examiner John P. Bramhall recommended to the Federal Communications Commission that his application for a construction permit to operate a station on 1390 kc., with 1 KW power, unlimited hours, be granted.

Four other applicants are seeking broadcasting facilities in Washington although only three have filed applications. They are Eugene Meyer, publisher of the Washington Post; the Continental Radio Co., subsidiary of the Scripps-Howard Newspapers, which publish the Washington Daily News; Hearst Radio, Inc., which is associated with the Washington Herald and Times; and William Dolph, who was in charge of radio relations for the Democratic National Committee during the recent presidential campaign.

Hearst has been trying to buy Station WMAL, in Washington, while the other applicants are seeking new stations.

The granting of the Dill application, it is believed, would close the door against the other applicants for the time or until other frequencies are made available for broadcasting.

Examiner Bramhall points out at the beginning of his report that while former Senator Dill "has had no experience in the actual operation of a radio station" that he was co-author of the Radio Act of 1927 and was sponsor of other important radio legislation while a member of the Senate and on the Interstate Commerce Committee.

"In 1934, as Chairman of the Interstate Commerce Committee of the Senate, he helped to prepare the measures which afterwards became known as Communications Act of 1934", the report states. "His interest in radio, however, was not limited to the legislative phase of that subject but he traveled extensively both in America and Europe investigating the operation of radio and particularly the type and character of programs. This gave him a wide perspective upon the subject of radio. He now desires to give the listening public the benefit of his experience and study of radio by engaging in the operation of a broadcast station featuring programs not now received in the area proposed to be served and by contributing something to the radio art.

"Applicant gave in his application filed with the Commission the following estimate with respect to the cost of the station: Transmitter, $12,000; studio, $2,000; land and

towers, $10,000. At the hearing he revised this estimate by increasing it $5,000. He also gave as cash set aside for station construction should this application be granted, $30,000. This sum, however, has been increased to $35,000 cash in bank for station construction and is immediately available.

"Applicant expects to employ an experienced progressive staff should this application be granted, consisting of a station manager, program director, engineers, announcers, continuity writers, reporters, a sales force, talent and such other assistance as may be necessary to properly operate the station. Applicant also expects to participate actively in the management and operation of the station, having in mind the development of new departures from the present day programs. At the present time there are no new ideas and few, if any, recent advancements in the matter of radio programs or their presentation as now received by the listening public in Washington.

"Washington has a vast array of talent for program material in radio work, much of which is already trained for broadcasting. In the musical world the talent ranges from sacred and classical to popular music, both vocal and instrumental. Washington has a very large number of musical academies and musical instructors thus affording a wide field of talent that may be developed for radio broadcast service. This is aside from a large number of artists in this work who are already trained and available.

"Program material in Washington, according to testimony, is not limited to the field of music but, because of the fact that Washington is the capital of the nation, many people with rare ability are attracted to the city. The field of science and fine and applied arts are available as program material for a radio station. Little or no attention has heretofore been paid to this particular type of program in this area. Applicant also proposes personally to arrange for lectures by men from foreign fields, particularly diplomats respecting their country, its government, and the habits and industries of their people. This type of program is intended for the public schools of the district. Applicant has already contacted the heads of the schools of the district with reference to radio programs and was advised that the schools are well equipped for the reception of radio programs but up to date programs of the character that are adaptable to the school room have been few. It is also proposed that a special program be rendered daily during sessions of Congress keeping the public advised as to the progress of the measures before Congress with suitable comments on pending legislation.

"It is also proposed by the applicant in this program to give time to a religious organization which has heretofore never appeared on the air, the Adventist Church. This sect conducts one of the largest sanatariums in this section of the country and will be in a position to render excellent programs both on the subject of religion and health."

The Examiner admits that four stations are located at less than the recommended separation from the assignment requested by Mr. Dill. They are: WHK, Cleveland, on 1390 kc.; KLRA, Little Rock, 1390 kc.; WCBM, Baltimore, 1370 kc.; and KQV, Pittsburgh, 1380 kc.

He comes to the conclusion that no interference will occur by reason of this congestion in the daytime but that some trouble may be expected at night.

The applicant proposes to install a directional antenna at the transmitter plant in Bethesda, Md., and to equip studios in Washington.

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WHEELER ASKS FCC VIEWS ON NEWSPAPER CURBS

Apparently proceeding with his proposal to draft legislation aimed at curbing newspaper control of broadcasting stations, Senator Wheeler, of Montana, Chairman of the Senate Committee on Interstate Commerce, has addressed two letters in the name of the Committee to Anning S. Prall, Chairman of the Federal Communications Commission. The letters ask information concerning the ownership and control of broadcasting chains and the number of newspapers owning and operating stations.

The Senator asked also for an opinion by FCC counsel "on the question as to whether or not the Commission has the authority, at the present time, to deny an application of a newspaper for radio facilities on the ground that it is against public policy."

He further asked that FCC counsel inform his Committee "whether, if the Commission has not such authority at the present time, legislation could be passed denying the right of newspapers to acquire them in the future, and requiring all newspapers within a reasonable time to divest themselves of the ownership and control of such radio stations."

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In November, the National Broadcasting Company picked up broadcasts from 26 foreign countries - from Poland to the Honduras, from Austria to Chile, Latvia to Salvador. In all, foreign broadcasts during the month consumed 12 hours and 36 minutes - just tripling the time devoted to such programs in November of last year (1935).

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PAYNE RENEWS ATTACK ON WASHINGTON'S "RADIO LOBBY"

Renewing his attack on what he terms "Washington's radio lobby", Commissioner George Henry Payne this week in an address at Harvard University asserted that absorption of "short-wave facilities which belong to the United States government" would constitute "a public scandal redolent of the Teapot Dome."

The Commissioner said that he has documentary evidence to prove the charge that this "lobby" is attempting to take away from the government the five short-wave frequencies set aside for the Pan American station but never utilized.

Recalling an address he made a year ago at Syracuse University, Payne said that "certain unscrupulous and misguided captains of industry were attempting to block the entire project, even though they recognized its great importance from a national standpoint, merely because at some later date it might be looked upon as the entering wedge for the government operation of all broadcasting."

He recalled that an executive order had been issued by the President allocating the short-wave frequencies for the Pan American station, that the Berne Bureau had been notified, and that an engineering survey had been made. There the project apparently has ended.

"I am sorry to say this morning that my fears were fully justified", the Commissioner said, "and that not only have these same interests continued to block the development of this essentially American project, but actually within the last few months a vicious attempt has been made to take over from the Government these precious five frequencies which were allocated for this service by Executive Order of the President, to take them over for commercial operation on the spacious plea that since little progress had been made in the development of this project by the Government itself, it is now necessary for private interests to operate stations on the frequencies, in order to protect the use of these frequencies for the United States as a whole.

"It is hardly necessary for me to point out to you that the very people who are urging this are the ones who have been opposing the project all along, and who, until the present, have effectively succeeded in sabotaging it.

"I have complete documentary evidence to support all this, including the names of the persons and the organizations involved. I hope that it will not be necessary to wash all this dirty linen in public, and I am refraining from saying any more at this time, because I know that steps are being taken in the very highest administration circles to clear away all this barrage of interference and start immediately operation of the

project. I mentioned it, however, to point out the dangers to our American system of Government of the sort of insidious back-door lobbying of the type which led to such scandals as Teapot Dome.

"Unless constructive steps are taken by the industry itself to clean up some of the flagrant violations of public confidence and support, Congress itself will be obliged to take an active hand in the matter.

"One of the first steps in the development of a national policy, particularly a policy dealing with our foreign friends, is the construction of a national broadcasting station owned and controlled solely by the United States. Every other nation in the world has such a station.

"Every other nation in the world is prepared to defend itself over the air from the attack of foreign or unfriendly agencies.

"Every other nation in the world is prepared to see that the world understands its point of view - and yet this nation, where the greatest development of radio has taken place, is absolutely without control over the commercial interests within its own borders and outside of its borders is at the mercy of every propagandizing nation.

"We ought to have a station through which the President of the United States could speak to the world, particularly at this time of world unrest and stress."

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WLW BROADCASTS HELD VALUABLE BY FCC

The experimental operation of the country's most powerful radio station is providing the FCC Engineering Department with valuable technical information, the Commission says in its annual report.

"As a result of the continued operation of Station WLW, Cincinnati, Ohio, on 700 kilocycles, with special experimental authority to operate with a power output of 500 kilowatts during regular broadcast hours", the FCC says", considerable additional information concerning the effectiveness of this high power in serving the rural listener and the listener located in small urban centers remote from other broadcast service has been obtained. The use of a directional antenna at night to prevent interference to CFRB has been continued, and the effect upon the service rendered by the station appears to be slight.

"The results of the postcard questionnaire section of the allocation survey made by the Commission indicated that the first choice of the listeners in 13 States was WLW. In addition, WLW was the second choice of listeners in 6 more States."

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U. S. LONG-WAVE STATIONS ARE HEARD IN GREAT BRITAIN

American long-wave broadcasting stations are heard with "good volume, nearly every night", according to a correspondent of World-Radio, BBC journal, who notes at the same time that reception from this hemisphere isn't as good this Winter as last, probably because of increased sun spot activity.

"However, the listener who happens to be up after midnight can switch on the receiver with a reasonable chance of striking a good-night for American stations", he adds.

"Each of the four principal United States' networks includes a station heard with good volume in Great Britain. Probably the loudest and most reliable are: WCAU, Philadelphia (CBS), 256.3 m.; WTIC, Hartford, Connecticut (NBC Red Network), 288.3 m.; WBZ-WBZA, Boston and Springfield, Massachusetts (NBC, Blue), 302.8 m.; and WOR, Newark, New Jersey (Mutual Broadcasting System), 422.3 m. At times, WBZ-WBZA suffers severe interference from LR_4, Buenos Aires, and WJZ, New York City, 394.5 m., may be found to be a clearer if weaker NBC (Blue) outlet.

"Other high-powered stations easy to receive include: WPG, Atlantic City, New Jersey (CBS), 272.6 m.; WBT, Charlotte, North Carolina (CBS), 277.6 m.; WHAM, Rochester, New York (NBC, Blue), 260.7 m.; WABC, New York City (CBS), 348.6 m.; and WEAF, New York City (NBC, Red), 454.3 m. WPG broadcasts a high percentage of non-network programs, and WBT, to a smaller extent, does likewise.

"Several transmitters rated at only 500 watts or 1 KW are receivable almost as regularly as the more powerful stations. The following are some of them: WNAC, Boston, Massachusetts, 243.8 m., belongs to the CBS chain, in addition to being the key station of the Yankee Network, a group of New England stations, which, it is reported, WTIC joins when not transmitting NBC programs. Another Boston CBS outlet is WAAB, 212.6 m. This station is also a member of the Colonial Network, a New England chain affiliated to the Mutual Broadcasting System. "

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FCC ENGINEERING REPORT HELD UP FOR REVISIONS

The preliminary report of the Engineering Department of the Federal Communications Commission, based on the broadcast hearing held last October, has been held up for revision, it was stated at the FCC offices this week.

The report, which was expected to be submitted to the Commission promptly upon its return from the Christmas vacation, is expected to contain recommendations as to super-power stations, clear channels, and reclassification of stations.

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FAMOUS PUBLISHER KEEPS UP WITH RADIO PROCESSION

The increase in power of WHIO, of Dayton, and the installation of the latest 5000 watt RCA transmitter is further evidence of how former Governor James M. Cox, of Dayton, Ohio, and once Democratic presidential candidate, publisher of the Dayton Daily News and the Springfield News and Sun, is successfully applying radio to the newspaper business.

Associated with Governor Cox is his son, James M. Cox, Jr. They were the first station to broadcast the proceedings in a traffic court, which program is still on the air; the county, sectional and State basket-ball tournaments; the Dayton Ducks' ball games; the circuses which appeared there (both sponsored and with pack transmitter, interviewed side-show attractions); the first to describe major holiday and convention parades; the Soap Box Derby, which originated in Dayton; the Cincinnati Reds Baseball games, which were relayed to WPAY; The Dayton Speedway dirt track races; and other important civic events.

To boost the opening of the Tarzan of the Apes series on the station, they gave a Tarzan movie preview which attracted 15,000 children - and two squads of police to keep order.

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FARNSWORTH TELEVISION BROADCASTS TO BEGIN SOON

Television for reception by engineers and amateur experimenters in the Philadelphia area is to be put on the air within two weeks by the Farnsworth Television Corporation.

From a new studio and transmitter atop the highest part of Chestnut Hill, six miles from the center of Philadelphia, an attempt will be made to cover the city with image waves of 441-line definition, according to George Everson, representative of the organization. The site was chosen to ascertain if it is easier to supply an urban area with images from a suburban station, rather than with a transmitter atop a high city building. The wave length will be about 4.70 meters (62.75 megacycles), and the power 4 kilowatts.

Telepictures comprising 2,500,000 cycles will be relayed over a coaxial cable from the studio to the transmitter, a distance of two city blocks.

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BAR GROUP URGES BAN ON COURT BROADCASTS

Asserting that the nation's courts have been subjected to "increasing public censure for indecorum in the conduct of their sessions", the Judicial Section of the American Bar Association, headed by Chief Justice Carl Weygandt of the Ohio Supreme Court, recommended at a Columbus, O., meeting last week:

"That no court permit its sessions to be interrupted by broadcasting or by taking photographs or moving pictures."

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SIX PROBLEMS STAND IN WAY OF TELEVISION'S DEBUT IN U.S.

Six problems remain to be solved before television may enter the American home, according to Albert F. Murray, Chief Television Engineer for the Philco Radio & Television Corporation, Philadelphia.

The problems are:

1. The next major step to be taken by the active workers in the field will be the conversion of transmitters to radiate 441-line signals in accordance with the recent adopted Radio Manufacturers' Association's television standards.
2. Technical standards for television transmission will have to be approved by the Federal Communications Commission, so that any receiver will receive from any transmitter within range.
3. The present limited range of television, averaging about twenty-five miles, will have to be increased. Key cities, such as New York, San Francisco, Philadelphia, Washington and Boston, will have television first.
4. Before we have commercial television the government will have to issue commercial licenses suitable for television - that is, in the 42-90 megacycle band.
5. A source of programs must be developed. In putting on a short sketch by television more is required in the way of costumes, rehearsals and stage properties than for any other known entertainment field. Actors can no longer read their scripts. Both appearance and voice are necessary for the television star. The problem of giving the American people television programs 365 days a year assumes staggering proportions, as far as personal energy and finances are concerned.
6. Reduction of cost of television receivers. Home receivers which will produce pictures of a quality equal to home movies, but smaller in size, probably will cost more than any of us care to pay. In England there is no great rush to buy television receivers now selling for from $500 to $600.

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TWO RADIO DEALERS SIGN FTC STIPULATIONS

Two Washington, D. C. retail radio dealers have entered into stipulations with the Federal Trade Commission to discontinue unfair trade representations in the sale of their products. The principal practice barred under the stipulations is the use of certain well known trade names in the radio manufacturing industry to designate products not made by the companies represented by such names.

Henry I. Scott, 1716 Pennsylvania Ave., N.W., trading as Gordon's Radio Shop, in his stipulation, agrees to stop using as a trade name or brand for his products, the word "Majestic", either alone or in connection with "International" or other words so as to imply that these articles are made by Majestic Radio and Television Corporation of Illinois, successor to Grigsby-Grunow Co., of Chicago, original manufacturer of "Majestic" sets.

Scott also agrees not to use the word "Victor" alone or in conjunction with "International" so as to imply that the products so designated are made by RCA Victor Co., Victor Division of the RCA Manufacturing Co., when such is not a fact.

Metropolitan Radio Co., Inc., 940 F St., N.W., will also cease a similar use of the designations "Majestic" and "General Electric", and also of the word "Sparta", or any other colorable imitation of the word "Spartan", alone or in conjunction with "Junior Universal", or with other words, so as to imply that sets so branded are made by The Sparks-Withington Co. of Ohio, when this is not a fact.

The sets so designated by each dealer were not the products of the well-known companies named, according to the stipulation.

The Metropolitan Radio Co., Inc., will also cease use in advertising of the word "metal" to describe radio tubes so as to imply that they are those products which have become known to the trade and purchasing public as "metal" tubes in which the technical elements are sealed in a vacuum in steel and in which the metal functions instead of glass, when such is not a fact.

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INDUSTRY NOTES

WOR, New York, will open a Chicago office February 1st, to handle time sales for the station in the Chicago area and Middle West, according to announcement by Alfred J. McCosker, President of the station.

R. J. Barrett, Jr., who has had wide experience in sales, advertising and radio work, will be in charge of the Chicago office which will be located in the Tribune Tower. Mr. Barrett, who attended the University of Illinois, has been radio buyer for Blackett-Sample-Hummert, Inc.

A suit for $25,000 and an injunction was filed last week in Federal Court, New York, by Time, Inc., publishers of Time magazine and the monthly motion picture, "The March of Time", against "The Voice of Time", 1 Park Place, New York City, a radio broadcast enterprise, charging trade-mark infringement and unfair trade practices.

Taking fullest advantage of the advertising possibilities, Station WGN, of Chicago, now carries a half-tone of the beautiful new Chicago Tribune broadcasting station on the envelopes of all letters written by the station.

Studios and offices of radio station WOL, Washington affiliate of the Mutual Broadcasting Co. last week were moved to new quarters at 1726 K Street, N. W.

Misrepresentation of the effectiveness of a medicinal preparation called "Zo-Bo-Lo" is alleged in a Federal Trade Commission complaint issued against Zo-Bo-Lo, Inc. of Ada, Ohio. The respondent was the user of radio advertising.

A favorable report on the application of A. Frank Katzentine, of Miami Beach, Fla., for a construction permit to erect and operate a broadcasting station on 1500 kc., with 100 watts power, unlimited time, was filed with the Federal Communications Commission this week by Examiner John P. Bramhall.

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ROCKEFELLER FELLOWSHIP GRANTED FOR RADIO STUDY

A fellowship for observation and training in network procedure at the National Broadcasting Company studios in Radio City, New York, has been granted to Allen Miller, head of the University Broadcasting Council of Chicago, by the General Education Board, a Rockefeller Foundation.

The fellowship, which becomes effective on January 15th, was granted under an extension of the successful arrangement by which university students and representatives of university broadcasting stations were assigned by the General Education Board to the National Broadcasting Company for study last Fall. This study included a month's work at an NBC branch station and five months' work in NBC's Radio City studios.

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SCHWANK HEADS NEW RCA MANUFACTURING DIVISION

Mr. J. L. Schwank, for more than 20 years with Atwater Kent, is now head of the Engineering Products and International Divisions of the RCA Manufacturing Co., Inc., at Camden.

Mr. Schwank began his career with the Philadelphia Electric Company, and remained there fourteen years, seven of which were spent as Chief Test Officer in the laboratory, and an additional seven in the operating engineering department.

In addition to being an engineer, Mr. Schwank studied law and was admitted to the Patent Bar.

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EX-AIDE TO LOHR WILL HEAD NBC TELEVISION

C. W. Farrier, architect and engineer, prominent among those putting over the Chicago World's Fair and at present in an important post in the TVA, with headquarters in Nashville, has been appointed by David Sarnoff to take full charge of NBC television, according to a report from Chicago. When with the Chicago Fair, he held the title of assistant to Lenox Lohr, in charge of special events.

Mr. Farrier will resign the TVA post January 16th, with his new appointment taking effect January 25th, the report stated.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF JANUARY 15, 1937

No. 996

FCC ENGINEERING REPORT URGES MODERNIZATION, NO RADICAL CHANGES

Establishment of six classes of broadcasting stations, retention of at least 25 clear channels for exclusive use of high power stations, a minimum power of 50 KW for clear channel outlets, and general modernization of Federal Communications Commission engineering regulations are proposed in a voluminous report submitted to the Commission this week by its Engineering Department.

Based on the October broadcast band hearings, the "preliminary" report suggests no radical shake-up in the present broadcasting system. On some of the more controversial issues, such as the advisability of setting up more super-power stations like WLW, Cincinnati, the department asks for further instructions in view of the economic factors involved.

In its recommended classification of stations, the FCC engineers make provision for higher power all along the line but leave the Commission free to act in each individual case by suggesting a wide range in power for each class of transmitters.

The report has not been acted upon by either the Broadcast Division or the full Commission. A supplementary report will be submitted shortly covering the economic and social factors involved in the allocation of broadcasting frequencies, T.A.M. Craven, Chief Engineer, stated in the preliminary report.

Commander Craven asked the Commission not to make any final decisions before seeing the supplementary report.

The general conclusions of the FCC engineers, together with a summary of their recommendations, follow:

"In general, based upon the evidence given at the hearing, the Engineering Department is of the opinion that from an engineering standpoint the existing system of allocation of frequencies within the broadcast band 550-1600 kc. which was inaugurated in 1928, is sound, particularly with reference to the fundamental 10 kc separation between channels and the use of both clear channels and shared channels to render service to the nation. However, in view of the information which has been accumulated since 1928, and in view of technical improvements as well as an increasing demand for better facilities, there is need for an improvement in the engineering features of the structure as well as in some of the standards of engineering practice which have been followed hitherto.

"In making this report the Engineering Department desires to make clear the fact that we have not endeavored to determine who should or should not be the licensees of radio stations, because this is primarily a matter of policy which the Commission will decide for itself. Our thought on this subject of allocation has been prompted primarily from the standpoint of sound engineering, and to this end we have made it our mission to ascertain how to make the best technical use of the very limited radio spectrum between 550-1600 kc so that the entire public may receive the maximum service both of transmission and reception, regardless of who may be the licensees of the various transmitting stations. In other words, we have felt that if the basic allocation engineering within this limited spectrum were such as to make possible the greatest number of stations properly distributed geographically, and each capable of rendering technically a good service to the public, there would be made available in all sections of the country the maximum possible facilities for the Commission to license or to continue to license whomever it feels should and could operate stations."

"Following is a summary of the Engineering Department's conclusions, recommendations and requests for instructions with respect to the broadcast band 550-1600 kc:

"(1) We believe that while the engineering principles of the allocation structure of 1926 are basically sound, technical progress, operating practice and the accumulation of new data since 1928 indicate conclusively that modifications are needed and that improvements can be made which, from a technical standpoint, will result in better broadcasting service to the public. We recommend that these modifications be made by revising the existing rules, regulations and standards of good engineering practice.

"The Engineering Department's proposals for modification would not change the 10 kc separation between channels, nor would it change fundamentally the conception as to the use of both clear channels and shared channels to render service to the nation. In the latter respect the recommendations tend toward the modification of the number of frequencies made available to each class of station.

"(2) As to the general procedure for making modification of the allocation structure, we believe and recommend that the Commission should continue its existing policy of evolution and experimentation through voluntary action of applicants rather than by enforced costly radical changes. The reasonableness of the details of any of the new rules and regulations could well be the subject of formal hearings after due notice is given of the effective date of the new rules. Applicants desiring to take advantage of the improvements made possible by the new rules might have their applications granted or designated for hearing, depending upon the facts in each individual case. In any event, the present prescribed legal procedure of the Federal Communications Commission could be maintained.

"(3) We recommend that the new rules be inherently flexible so as to permit practical adaptation of sound engineering to individual cases in accord with economic and social needs.

"(4) We suggest for consideration by the Commission the use of ultra high frequencies to assist in the solution of the educational broadcast problem.

"(5) We recommend six classes of broadcast stations in the band 550-1600 kc with powers as outlined in the following. The exact definitions will be submitted later by the Law and Engineering Departments, provided the general policies herein are approved:

Class	Comparison	Purpose	Night Power 1/
A	Similar to clear channel stations	To include remote rural coverage	Not less than 50 kw
B 2/	Similar to clear channel stations except other stations use channel so as to protect secondary coverage dominant station.	To include rural coverage	10 to 50 kw
C	Similar to high power regional stations	Large metropolitan district coverage as well as limited rural coverage.	5 to 50 kw
D	Similar to regional stations	Metropolitan district coverage.	1 to 5 kw
E	Similar to existing regional stations separated by relatively short distances	City coverage	.5 to 1 kw
F	Similar to local Stations	City or town coverage	0.1 to 0.25 kw

1/ The power for each station of a class is to be determined individually upon showing of need and proper consideration of channel conditions with respect to interference.

2/ The class of stations which will use the same channel as Class B stations and protect the latter's secondary coverage, are in general Class D or Class E stations, located at sufficient distance from Class B stations to enable proper service to be rendered in accordance with the standards of good engineering practice. It may be possible in some instances to permit Class C stations to use Class B station channels.

"(6) We request the Broadcast Division to designate which frequencies should be assigned to each class of station. In this connection we are ready to submit a separate memorandum setting forth the conditions existing on each frequency. This separate memorandum will assist the Division in designating frequencies to be assigned each class of station. We recommend that the following number of channels be assigned to the various classes of stations in the band 550-1500 kc.:

Class	*Number of channels	
A	Not less than	25
B	Approximately	5
C	"	14
D	"	30
E	"	10
F	"	6
	Total	90

*The foregoing numbers exclude the frequencies now assigned exclusively to Canada.

"With reference to the band 1510-1600 kc., we suggest that the Commission has three courses of action open to it, depending upon which policy the Commission desires to follow:

"1. To assign all 10 channels in the band 1510 to 1600 kc. to Class F stations. In our opinion, while this provides the maximum number of stations, it does not in all cases provide a facility which will enable service to be rendered to all of an area requiring service.

"2. To assign all 10 channels to Class D stations. This would permit only a few of the cities which do not now have a station to secure facilities. It would, however, in the relatively few individual cases afford a facility capable of performing an adequate service to a large community.

"3. To distribute the 10 channels to Class D, E and F stations. This would enable a large number of cities to be served and at the same time permit a degree of flexibility in utilizing facilities in a manner which may be required in individual cases. A division such as 3 channels to Class D, 4 channels to Class E and 3 channels to Class F might be suitable, or else 3 channels to Class D and 7 channels to Class E, in which the power range may be more suitable for individual areas, would be an effective engineering solution to the problem. Instructions in this matter are requested.

"(7) We recommend that when the Commission is satisfied a frequency assigned to one class of station has been utilized to the fullest and proper extent by stations of such class, that stations of another class be permitted to use the said frequency, provided the latter does not cause objectionable interference,

either to the good coverage of any station regularly licensed on the frequency or jeopardize the specified use of the channel, and provided further that the new stations shall be able to render service consistent with the standards of good engineering practice.

"(8) We recommend that when licensing new stations, or when increasing the power of an existing station of any class on a channel assigned to such class, due regard should be given to the standards of good engineering practice, particularly with reference to the interference that may be caused within the good service areas of other stations of the same class on the channel in question.

"(9) We recommend that the band 1510-1600 kc be opened for Class D, E or F stations, depending upon the policy to be determined by the Commission with respect to the number of additional stations and the type of service they should render.

"(10) We recommend that all stations except Class A operate simultaneously on shared channels at night, and whenever practicable, use methods to increase service and reduce interference.

"(11) We believe that two 50 kw stations separated by great distances and operating simultaneously at night on the same channel, are capable of rendering a service to a limited area, particularly if directional antennas are used. However, we do not recommend the universal duplication of all existing clear channel stations located on the coasts. We have recommended the retention of at least 25 clear channels permanently, and caution in duplicating other such channels, pending a North American arrangement.

"(12) We believe that directional antennas are feasible, but we recommend the careful and studied application of these antennas in individual instances.

"(13) We recommend against the general application of synchronization, but suggest it can be applied in certain instances to assist in increasing coverage of low powered stations.

"(14) While we believe that powers in excess of 50 kw on clear channels are technically sound and are in accord with scientific progress, we recognize that social and economic factors involved in the use of 500 kw may outweigh in importance engineering considerations, and request instructions from the Division as to its desires with respect to regulations on the question of super-power. We feel that, in the matter of super-power, the Commission should give full consideration to our report summarizing the economic testimony in the October 5 hearing prior to making a decision.

"(15) We feel that there is a need for increased signal intensity and have recommended that in general power increases are required to better the service to the public. However, we recommend that the regulations in this respect be sufficiently flexible to

permit the Commission to judge each individual case upon its merits, particularly as to the needs and economic and social circumstances.

"(16) We believe that from an ideal standpoint the "bloc" system of allocation to classes of stations may reduce the disadvantages of a disparity in power between stations on adjacent frequencies, but because of practical considerations, we do not recommend a radical change in allocation to accomplish this scientific ideal.

"17) We recommend against the establishment of standards of receiver selectivity and fidelity, but instead we recommend incorporation in the standards of good engineering practice the basis of receiver performance which is utilized in arriving at necessary ratios between desired and undesired signals to avoid objectionable interference.

"(18) We suggest the paramount importance of economic and social factors in the determination of the distribution of facilities to licensees in any section of the country, and state that a separate report will be submitted giving in detail a summary of the evidence presented at the October 5 hearing. We hope the Commission will consider this summary of evidence before making final decisions.

"(19) We recommend against changing the existing requirements with respect to frequency stability, modulation, harmonics and power determination.

"(20) We suggest proceeding in an evolutionary manner toward the improvements in the broadcast band 550-1600 kc without endeavoring to await developments in other bands of frequencies, because we feel that the public needs the possible technical improvements in the existing broadcast service.

"(21) We recommend that the present empirical standards be revised and issued in the form of "standards of good engineering practice" and used as a guide in administration and in testimony when no better evidence is available."

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COPELAND REINTRODUCES BILL CONTROLLING RADIO AT SEA

A bill to amend the Communications Act of 1934 for the purpose of promoting safety of life and property at sea through the use of wire and radio communications and to make more effective the International Convention for the Safety of Life at Sea, 1929, was reintroduced this week by Senator Copeland (D.), of New York.

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CONNERY DEMANDS BROAD RADIO AND FCC INVESTIGATION

A broad inquiry into charges of "irregularities" and "monopoly" in the broadcasting industry and its administration by the Federal Communications Commission was demanded this week by Representative Connery (D.), of Massachusetts, in a House Resolution (No. 61).

Mr. Connery made a similar demand last year, but his resolution was successfully pigeon-holed by the House Rules Committee, of which Representative O'Connor, of New York, a former colleague of Anning S. Prall, Chairman of the Federal Communications Commission, is Chairman.

The Massachusetts member, an ardent labor spokesman, proposed that the inquiry be made by seven members of the House, to be named by the Speaker, and suggested in a supplemental statement that he be appointed Chairman.

The House Rules Committee is expected to try to forestall the inquiry again this year. Its success will depend upon the pressure that is brought to bear by friends and foes of the FCC and the broadcasting industry.

The Connery resolution in a preamble states "there is reason to believe that contrary to the intent and spirit, as well as the language of the laws in force, a monopoly exists in radio broadcasting"; that "certain types of programs . . . are allegedly indecent"; and "it is contrary to public policy . . . to allow any private groups to traffic in property reserved to and for the people."

The Special Committee would be "authorized and directed to inquire into and investigate the allegations and charges that have been or may be made relative to irregularities in or pertaining to the monopoly which exists in radio and the activities and functions carried on under the Communications Act of 1934 and all matters pertaining to radio and radio broadcasting."

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FCC ASKS $350,000 TO CONTINUE TELEPHONE INQUIRY

For the purpose of continuing the inquiry into the American Telephone & Telegraph Company, the Federal Communications Commission this week asked of Congress through the Budget Bureau, $350,000 in a supplemental appropriation.

The FCC explained that of the $300,000 appropriated in the first Deficiency Act of 1936, $335,000 has been obligated, leaving a balance of $65,000.

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RADIO ADMINISTRATION SEEN RETURNING TO COMMERCE DEPARTMENT

Return of the administration of radio and other forms of communications to the Commerce Department, which nurtured it in its infancy, was forecast this week as one of the ultimate results of the President's plan for reorganization of the executive departments.

While the plan is facing considerable opposition in Congress and may be altered before being adopted, it now provides for the abolition of all independent commissions.

The Federal Communications Commission consequently would disappear as such and itsfunctions would be absorbed by the Commerce Department. It is not unlikely, however, that most of the personnel and some of the Commissioners would be retained in the transfer.

The reorganization plan proposed that the duties of independent commissions be divided. One section would handle all administrative and licensing details, while the other section would constitute a Board of Review and would comprise the present Commissioners.

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FRANK ARNOLD HEADS RCA INSTITUTE'S TECHNICAL PRESS

The appointment of Frank A. Arnold, prominent for many years in broadcasting circles, as Managing Director of the RCA Institutes' Technical Press, was announced this week by Charles J. Pannill, President of the RCA Institutes.

Mr. Arnold's work in the broadcasting field began in 1926, when he became Director of Development for the newly-formed National Broadcasting Company. In this position, he became one of the most widely known executives in radio broadcasting and was responsible for the formation of many NBC policies which since have become part of the enormous advertiser and listener structure of that company. He is the author of many books and brochures on radio advertising and analysis of public response to programs.

In his new work, Mr. Arnold will direct publication of the RCA Review, a quarterly journal of radio progress, which numbers among its subscribers leading radio, sound and optical engineers in more than 70 countries. The RCA Institutes Technical Press, a department of RCA Institutes, Inc., the oldest radio technical school in the United States, also publishes books and other data dealing with television and many related electronics subjects. The new director comes to this work from the Institute of Public Relations, Inc., of which he has been Vice-President for the past year.

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PAYNE SUCCEEDS CRUSE IN COMMERCE DEPARTMENT POST

As predicted last week in the Heinl News Letter, John H. Payne, formerly with Westinghouse Company, this week was appointed Chief of the Electrical Division, U. S. Bureau of Foreign and Domestic Commerce. He succeeds Andrew W. Cruse, who transferred to the Federal Communications Commission as Assistant Chief Engineer.

Mr. Payne had the endorsement of several trade organizations, including the Radio Manufacturers' Association.

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NETWORK BILLINGS NEAR $60,000,000 FOR LAST YEAR

Representing an increase of 19.1 percent over 1935's gross revenue, time sales by the three major networks - NBC, CBS and Mutual - amounted to $59,679,671 in 1936, constituting the largest income of networks they have yet enjoyed. Their returns in 1935 were $50,079,838.

Of the 1936 total $34,523,950 was billed on NBC-Red and Blue networks; $23,168,148 on CBS, and $1,987,573 on Mutual. Included in the 1936 billings is about $2,000,000 spent by political parties during the presidential campaign.

CBS reported its 1936 figures as 31.4% greater than 1935; NBC is up 10.8%, and Mutual reports the largest percentage increase over 1935, 53.7%. A breakdown of the NBC networks reveals that the Red had yearly receipts of $22,645,527 and the Blue $11,878,423.

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WESTINGHOUSE STATIONS FORM NEW CORPORATION

Formation of the Westinghouse Radio Stations, Inc., by the Westinghouse Electric and Manufacturing Company was disclosed this week in a statement filed with the Securities and Exchange Commission. Westinghouse introduced radio broadcasting as it is known tody in 1920, through KDKA, the first one to operate on a daily schedule.

The new company is expected to play a part in the operation of the Westinghouse chain, which consists of four stations, including KDKA. The statement related that Westinghouse bought all the outstanding capital stock of the Main Auto Supply Company of Indiana on August 1st and that the name was changed to Westinghouse Radio Stations, Inc., two days later.

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NEW STATION FOR RICHMOND, VA., IS AUTHORIZED

Reversing Examiner John P. Bramhall, the Federal Communications Commission this week granted a construction permit to the Times-Dispatch Co., Richmond, Va., newspaper publisher, for a new broadcasting station to operate on 1500 kc., with 100 watts power, unlimited hours. The order is effective February 2nd.

The Commission at the same time denied a permit to the Century Broadcasting Co., of Richmond, and authorized WMBG, Richmond, to move its transmitter, install new equipment, and transfer from 1210 to 1350 kc., increase power to 500 watts, and hours to unlimited.

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LA GUARDIA SEEKS NON-COMMERCIAL NETWORK

New York's Mayor La Guardia hopes to link the country's non-commercial radio stations into a new broadcasting chain, with the municipal station WNYC as one of the links.

He outlined the plan this week at the annual meeting and luncheon of the Municipal Art Committee in the Rainbow Grill, Rockefeller Center, according to the New York Times. As yet, he explained, there are not many non-commercial radio stations in the country, but enough exist to form the nucleus of a system devoted to educational and cultural activities.

Inter-station communication would be accomplished by short wave, the Mayor explained, pointing out that technically this method was now practicable. The stumbling block in realizing the plan, however, has been a ruling of the Federal Communications Commission, which he hopes will be changed, he added.

"During the Harvard Tercentenary we tried to rebroadcast over WNYC one of the programs sent to the Municipal Station from Harvard by short wave, but were prevented by the Federal Communications Commission. This body ruled that where a telephone line was available for interstation communication, short-wave could not be utilized. Such a ruling is as absurd as insisting that where railway lines run between two cities, travelers may not use airplanes."

Mr. La Guardia pointed out that WNYC's facilities would soon be much improved when a new broadcasting plant in Greenpoint was put in operation. This has been erected with PWA funds.

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ZENITH VOTES 50 CENTS A SHARE FOR THIRD QUARTER

Directors of the Zenith Radio Corporation, Chicago, this week voted a dividend of 50 cents a share for the third quarter of the fiscal year, which ends January 31st, according to Commander E. F. McDonald, President.

Zenith sales for this year are running 100 percent above last year, he said, which was the company's biggest profit year.

The Chicago company will move February 15th into its new plant at Dickens and Sustin Avenues, Commander McDonald said, but auto set production will continue in present quarters.

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COMPETITION INTENSE IN CUBAN RADIO MARKET

The extent of the competition in radio receiving set market of Cuba is indicated in a report to the Commerce Department from the American Commercial Attache at Habana.

During the month of November, the report shows, no less than 32 different makes of radios were included in the import returns. The only non-American make of any consequence now sold in the Cuban market is the Dutch radio, "Philips."

According to private compilations from ships' manifests, imports of radio receiving sets into Habana during November amounted to 3,414 units, valued at $84,198, compared with 3,436 units, valued at $98,903, in October, and 3,419 units, valued at $90,303 in November, 1935, the report states.

Local distributors throughout Cuba express the view that the outlook for sales of radio sets during the coming season is very favorable, according to the report.

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The Federal Communications Bar Association this week recommended establishment of a Motions Court by the Federal Communications Commission's Broadcast Division to assist in maturing cases for hearing.

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No. 997

January 19, 1937

CELLER TO SPONSOR BILL FOR U. S. SHORT-WAVE STATION

A Government-owned Pan American short-wave station, which has been in the offing for several years, appeared a step nearer reality this week as Representative Celler (D.), of New York, disclosed that he will introduce a bill to establish it.

Congressman Celler apparently has become interested in the project through George Henry Payne, the Federal Communications Commissioner, who only a fortnight ago reiterated a charge that a "Washington radio lobby" is attempting to take away from the Federal Government the five short-wave frequencies allocated for the station.

In an address at Harvard University, Commissioner Payne recalled that an Executive Order had been issued by the President allocating five short-wave frequencies for the Pan American station, that the Berne Bureau had been notified, and that an engineering survey had been made. There the matter had stopped for more than a year. He further charged that certain commercial interests have been responsible for blocking the project and were now trying to get possession of the frequencies.

The five frequencies which were set aside for the station following the Pan American conference in Montevideo in 1932 are: 6120, 9550, 11730, 15130 and 21500 kc.

Columbia Broadcasting System's W2XE, New York, uses 6120 kc. on a "loan" from the Navy.

Representative Celler's proposal, which is said to have the endorsement of administration officials, calls for the construction of a short-wave transmitter in or near Washington at a cost of approximately $750,000. Some $50,000 would be appropriated yearly for the maintenance of the station and the preparation of programs.

Sponsors of the station have indicated they will appeal for support of the project on two grounds: viz., that the broadcasts will seek to improve further the goodwill between the Latin Americas and the United States, just revived by President Roosevelt's South American tour; and that the station will be able to offset foreign propaganda from European short-wave transmitters now directing programs to South and Central America.

The Pan American station project, moreover, is in line with the move of the National Broadcasting Company and the Columbia Broadcasting System to transmit programs especially to Latin America.

Only a few months ago the Commerce Department criticized the American short-wave stations for, in effect, ignoring the South American market and permitting European short-wave stations to get the jump on this country.

A report from the U. S. Trade Commissioner at Buenos Aires stated that European short-wave broadcasts were being heard in South America better than American stations. At least five European stations, the report said, were heard regularly by South Americans.

Since then both NBC and CBS have inaugurated new services designed for South and Central America.

Broadcasters are disturbed, however, by the possibility that establishment of a government-owned Pan American station may open the way for additional government-owned stations, possibly in the long waves.

The Office of Education, it is pointed out, is becoming increasingly interested in the educational uses of radio and will be equipped with a modern studio in the new Interior Department Building.

The Educational Radio Project, sponsored by the Office of Education with WPA funds, now has four educational programs going out on commercial stations.

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CULKIN'S DRY BILL INCLUDES WINES AND BEER

Representative Culkin(D.), of New York, introduced a bill this week to bar the radio advertising of not only liquor but beer and wine as well. The bill reads, in part:

"No persons shall broadcast by means of any radio station . . . or permit any advertising or information concerning any alcoholic beverage, whether beer, ale, wine, gin, whiskey, brandy or by any other name."

The penalty provided is a fine of from $500 to $1,000 and imprisonment of from three months to a year for each day's offense.

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GENERAL INCREASE IN BROADCASTING POWER IS EXPECTED

A general upward trend in power of broadcasting stations is expected to result from the recommendations of the Engineering Department of the Federal Communications Commission last week. The question of whether more "super-power" outlets with 500 kw., now used only by WLW, Cincinnati, will have to be decided by the Commission on the basis of economic rather than technical factors.

Commander T.A.M. Craven, Chief Engineer, in discussing the power question said:

"In general, the trend of all engineering testimony was toward higher power for all classes of stations. It was clearly indicated that in general the existing empirical standards of the Engineering Department with reference to signal intensities required for good service should be used as a minimum and that in many instances there is needed a higher order of signal intensity to overcome the noise level in cities and the noise level in rural areas, particularly during the Summer and in the southern sections of the country.

"The only way to secure increased signal intensity is by increase in radiated power. However, it should be clearly understood that if the power of all stations were increased generally, the interference which now exists would remain exactly the same insofar as the distance from each station is concerned, and there would be no increase in good service areas free from interference at night unless means were taken to avoid such interference.

"In the opinion of the Engineering Department, and in view of modern technical developments, it would seem desirable that if power were to be increased at various stations, an attempt should be made from the standpoint of interference to secure an additional improvement in service to the public over and above increased signal intensity within existing interference boundaries. This, of course, could not be accomplished in all cases, but in each individual case advantage might be taken of practical opportunities which might exist to secure the service of increased signal intensity which might benefit the local listeners and at the same time create less interference to listeners of a distant station.

"The greatest controversy and difference of opinion existed with respect to power greater than 50 kw. However, with but one exception, all engineers who testified admitted that where side channel interference was not a factor, powers on clear channels in excess of 50 kw. would be a technical advance and would result in an increased signal intensity to remote areas. It is also clear to the Engineering Department that from a technical standpoint any power less than 50 kw. on

a clear channel is a wasteful use of such frequency on the North American Continent.

"Judging from the testimony, the Engineering Department is of the opinion that social and economic factors involved in powers in excess of 50 kw. are of paramount importance and in our opinion may outweight engineering considerations in the final determination of this subject by the Commission.

"The Engineering Department is of the opinion that if the Commission accepts the doctrine of clear channel stations, all such stations should employ sufficient power to justify the use of a single channel at night by only one station and that this power should not be less than 50 kw.

"In connection with this question of super power, we are preparing a separate report giving a detailed analysis of the voluminous testimony in the record with respect to the economic phases involving costs, earnings and other facts which may be of assistance to the Commission in its final determination of increases in power. We feel that these facts are important and that the Commission should await its final decision pending the completion of this summary of the evidence."

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SEC INFORMED OF NEGRO NETWORK PROJECT

Construction and operation of a network of stations soliciting Negro listeners is proposed by the Gold Star Radio & Television Corp., 412A, Massachusetts Avenue, Boston. It has notified the Securities & Exchange Commission of its intention to issue stock to finance the project.

The SEC application states that the company is chartered to engage in a general radio and television business. It was incorporated Sept. 28, 1936, in Massachusetts, with Charles Henry Davis, Jr., 538 Tremont St., Boston, President and Director.

Five stations are planned, using directive antenna, in New York, Chicago, Philadelphia, New Orleans and Los Angeles, each to cost $100,000, including $55,000 reserve for one year's operation, the application states. The stock issue would consist of 99,795 shares of Class A common stock with $5 par to be offered at $6.25. Of this $1.25 per share will cover expenses of the fiscal director, it is stated.

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FINCH UPHELD BY APPEALS BOARD ON FACSIMILE

An attempt by Maurice Artzt to block reissue of a basic patent on radio facsimile to William G. H. Finch, President of Telecommunications, Inc., New York City, has been defeated by a patent office Board of appeals ruling which holds the Finch apparatus involves features not embraced in disclosures previously made and that he is therefore entitled to a patent.

Radio Corporation of America is the party in interest in the interference made against Finch, Artzt having assigned his right to RCA after he applied for a facsimile patent in 1931. Finch was granted his patent in 1934 and later asked reissuance on the basis of amplified claims.

The effect of this decision is to safeguard Finch's patent facsimile patent unless a new appeal is successfully prosecuted before the U. S. Court of Customs and Patent Appeals.

If the Patent Office is not reversed, Finch will be placed in a position to collect royalties from all users of the method described in his application. This does not mean, however, that patents cannot be issued for other facsimile apparatus but none can be granted for types which employ any of the more than 47 claims proved by Finch.

Mr. Finch announced this week that he has been granted two important additional patents for improvements on his radio facsimile receiving system. They cover local energization for picture recording controllable by the facsimile signals and also a method whereby a transmitted picture may be etched directly upon a zinc plate by the recording stylus, thus eliminating the photographic steps at the receiving end. From these plates newspaper mats can be made or the plates themselves may be used for newspaper reproduction, the patent states.

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CBS INAUGURATING LATIN-AMERICAN SERVICE

The Columbia Broadcasting System is preparing to inaugurate a series of specially prepared short-wave broadcasts to Central and South America from a new 10 kw directional antenna station W2XE, Wayne, N. J. The time will be from 6 to 10 P.M., EST, on a directional transmission and an additional hour on non-directional.

The CBS Program Department has been instructed to line up all available Latin American talent. Programs will probably consist of news commentaries, musical talent, etc. Several of CBS' sustaining shows have heretofore been short-waved through but there was no set schedule. The policy will be regular in schedule.

The National Broadcasting Company already has started a short-wave program service to Latin-America.

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SCOTT REINTRODUCES BILLS FOR PUBLIC TIME ON RADIO

Bills seeking to compel broadcasting stations to set aside regular periods for "uncensored" public forums and educational purposes and to keep records of requests for time were reintroduced in the House this week by Representative Scott (D.), of California.

The major measure, which would amend Section 315 of the Communications Act, specifies that the time so allocated be "at desirable times of the day and evening" and be used "for uncensored discussion on a non-profit basis of public, social, political, and economic problems, and for educational purposes."

As in political addresses, the station would be required further to grant equal time for speakers who hold contrary views.

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RADIO "DIVINING ROD" DEMONSTRATED IN RADIO CITY

A radio "divining rod", which locates hidden metal objects in the earth and measures the depth of pipes and cables without the use of electrical connections, was demonstrated last week in the outdoor garden of Horticultural Hall, on the eleventh floor of the RCA Building, Rockefeller Center, New York City.

Despite the large number of metal beams and girders inside the walls and floors of the building, a newspaper representative who donned the earphones and carried the "divining rod", easily located a metal chest buried a foot under the surface of the earch in one of the outdoor gardens. It was explained that the proximity of large masses of metal in the building complicated the location of a single smaller metal object.

Notwithstanding the handicap, the newspaper man, who was ignorant of the location of the object, easily found the spot by the maximum sound heard in the earphones. Then the head gardener dug up the chest, which was filled with old coins and metal checks.

The device, known technically as the "M-scope", or "metal-scope" is the invention of Dr. Gerhart R. Fisher, Director of the Fisher Research Laboratories, Palo Alto, Cal.

The "M-scope" consists of two boxes, each about fifteen inches square and three inches thick. In one box is a small radio transmitter generating very short waves. The other box operates as a receiver.

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EDUCATIONAL GROUP CALLS RADIO PARLEY SUCCESSFUL

The first National Conference on Educational Broadcasting, held in Washington, D. C., December 10-12, was definitely successful as an overview of current practises in educational broadcasting", Education by Radio, a bulletin of the National Committee on Education by Radio, declares in its January issue. "It reflected what seems to be a general approbation of the present system of broadcasting, but introduced enough criticism to indicate that room for much improvement still exists. It avoided, in accordance with the wishes of the eighteen sponsoring organizations, any attempt to pass resolutions or to agree upon conclusions. It moved with a smoothness which reflected great credit upon its managers.

"The general sessions, taken as a whole, contributed little towards a solution of the problems which sooner or later must be faced in broadcasting. This suggests that whether another conference is to grow out of the recent one or is called 'de nouveau' at some future time more emphasis might well be placed on analyzing specifically the remaining problems. In this connection it might be suggested that the fruitfulness of such a conference could be enhanced by applying the recognized forum procedure and allowing the immediate and direct questioning of speakers."

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NEW MAGAZINE TO PRINT NEWS THAT CAN'T BE AIRED

A new magazine, The Commentator, will enter the pocket-size edition field with its appearance on the news-stands January 20th. Edited by Lowell Thomas, war correspondent and radio commentator, this new publication will accept no advertising, will sell for twenty-five cents per copy, and is to be published monthly.

Differing from many magazines in the pocket-size field, The Commentator will not reprint excerpts or literary passages from other publications, but with Lowell Thomas' associates in the field of American commentators, it will produce highlights of vital news facts that cannot be divulged over the air.

Editorial associates of Lowell Thomas are: John B. Kennedy, author, editor, and commentator of note, advisory editor.

H. V. Kaltenborn, whose name is known to millions of radio listeners and magazine readers and others.

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RADIO TELETYPES REPLACING WIRES ON AIR LANES

Substitution of radio teletype machines in place of the leased wire system now in effect, seems likely for the Bureau of Commerce's extended communication system in the near future. After nearly two years of successful experiment, a test installation is being made on the new Washington to Nashville airway.

The impending change would mean that weather conditions and probably Department of Agriculture market reports and Weather Bureau detailed reports would be transmitted throughout the country by radio teletype. At present the Bureau of Air Commerce has leased wires covering the continental United States carrying regular aviation weather reports.

Developed by W. E. Jackson, Chief of the Radio Development Section and J. C. Hromada, Bureau radio engineer, the new teletypes have already proved their utility on an experimental basis. Last October the system was demonstrated at Silver Hill, Md., where since the machines have been operating in communication with a station at Baltimore.

The installation of the equipment on the Washington to Nashville airway was decided upon by Bureau officials in October, following the Silver Hill demonstration. Cost of installation will be approximately $200,000. The project is expected to pay for itself within three years by savings on toll charges for leased wires.

If the experiment proves financially sound, air experts predict it will mean an end to the present system of leased wires, with a considerable saving to the Bureau.

In transmitting a message by radio teletypewriter, the operator types his dispatch on a regular tele-typewriter machiner similar to those used for land wire circuits. As he strikes a letter, the machine completes a series of contacts which set up electrical impulses transmitted over the air as code dots and spaces. The radio receiver at the other end of the circuit translates the radio impulses back into letters, the message being printed the same as in wire teletypewriting machines.

The system provides for rapid transmitting, the radio impulses traveling with the speed of light. Moreover, the wavelength used is of such high frequency that ordinary static has no effect on transmitting and receiving. According to Bureau officials, only a bolt of lightning, striking very near a transmitting or receiving station, would interrupt communications. Even then, according to officials, the interruption will only be momentary.

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BROADCASTING FILES ANSWER TO PAYNE LIBEL SUIT

Contending that the statements of fact made in its editorial were true and the expressions of comment were fair and made in good faith, Broadcasting last week filed in the District Court of the United States for the District of Columbia, its answer to the $100,000 libel suit of George H. Payne, Republican member of the Telegraph Division of the Federal Communications Commission. Mr. Payne had charged damage to his "good name, fame and credit" by virtue of the editorial titled "Strange Interlude" published in the October 15th issue of Broadcasting.

The answer was filed by William E. Leahy and Paul M. Segal, Washington attorneys, in behalf of Broadcasting Publications, Inc., Martin Codel, publisher, and Sol Taishoff, editor, who were named as defendants. The plaintiff, in his suit filed December 7th, asked $50,000 as compensatory damages and $50,000 as punitive damages through attorney Ellsworth C. Alvord.

The answer categorically denied contentions of injury to the Commissioner. The major contentions were summed up as follows: "The statements of fact contined in the said article complained of in the declaration were true, and the expressions of comment and criticism therein upon the said facts were fair comment on, and criticism of, matters of great public interest, and concern made in good faith and without malice."

The Payne suit recalls a remark attributed to a henchman of the late Senator Penrose, of Pennsylvania, to the effect, "Don't never sue nobody for libel because they might prove it on you."

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FITCH NAMED BUSINESS MANAGER OF NBC PROGRAM DEPARTMENT

C. W. Fitch, Manager of Personnel for the National Broadcasting Company since last September, has been appointed Business Manager of the NBC Program Department. Mr. Fitch already has assumed his new duties, which consist of handling the personnel, budgets and all problems connected with the administration of the Program Department. At present, he is spending several days with each division of the department to acquaint himself with their various activities.

Before joining NBC, Mr. Fitch resigned as Assistant Director of the Housing Division of the Public Works Administration, a post he took in 1935. From 1930 to 1935, he was associated with A Century of Progress in Chicago as Director of Exhibits and assistant to the General Manager, Major Lenox Lohr, now President of NBC.

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RADIO NOTABLES ENJOY ALFALFA FRLOIC

Leaders in the radio industry were among those who enjoyed the Twenty-Fourth Annual Dinner of the Alfalfa Club in Washington, D. C. last Saturday night. As usual, Gene Buck, President of the American Society of Composers, and Vice-President of the Alfalfa Club, was in charge of the vaudeville part of the program and brought with him a number of well-known entertainers from New York.

The radio industry was represented by the following:

Thad H. Brown, Federal Communications Commissioner; Louis G. Caldwell, former General Counsel, Federal Radio Commission; Harry C. Butcher, Vice-President, Columbia Broadcasting System, Washington; Norman S. Case, Federal Communications Commissioner; Lewis M. Crosley, Crosley Radio Corporation, Cincinnati; Walter Damm, Station WTMJ; Ewin L. Davis, Federal Trade Commissioner; Col. Manton Davis, Radio Corporation of America; Charles K. Field, New York City; Donald Flamm, President, WMCA, New York City; John W. Guider, radio counselor, Washington; William S. Hedges, Crosley Radio Corporation, Cincinnati; Thomas P. Littlepage, Sr., radio counselor and former past President of the Alfalfa Club, John M. Littlepage, Thomas P. Littlepage, Jr. and James Littlepage, Washington; Anning S. Prall, Chairman, Federal Communications Commission; John B. Reynolds, Acting Secretary, Federal Communications Commission; Frank M. Russell, Vice-President, National Broadcasting Company,Washington; Kurt Sell, German Broadcasting Company; former Senator James E. Watson, of Indiana; Judge E. O. Sykes, Federal Communications Commissioner; Senator Wallace H. White, of Maine; and Frank Wozencraft, Radio Corporation of America.

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MEDIA RECORDS ENTERS RADIO ADVERTISING FIELD

Media Records, Inc., who measures space used by individual advertisers in the nation's newspapers, started January 1st to expand the service to include complete reports on radio advertising as well as general magazines, farm papers and trade publications.

C. E. Rock, President of Media Records, and formerly with Gillette Safety Razor Co., Boston, before he organized Media Records in 1927, asked stations to submit data on their accounts, stating that the service "will supply a great deal of vital information about radio to the station owners and those charged with the responsibility of the sale of radio advertising."

He said he has received assurance from leaders in the industry that the information will be forthcoming from stations.

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UNION HEAD HELD IN ATTACK ON RADIO OPERATOR

Hoyt S. Haddock, retiring President of the American Radio Telegraphists Association, was arrested last week and taken to Rockland County, N.Y., where the authorities are investigating an attack on Raymond Wolf, 28 years old, radio operator of the Munson liner "Western World", in his home at Spring Valley, N. Y., on Thursday night last. The attack was attributed to striking ship radio operators.

Mr. Haddock was arrested at the Custom House in New York City and a warrant was served on him charging second degree assault. Mr. Haddock was released on $1,000 bail after pleading not guilty before Judge Finkelstein of Spring Valley. He was held for the action of the grand jury. District Attorney George V. Dorsey said, however, he did not believe Mr. Haddock was involved in the case and that the telegraphists' leader probably was mistaken for someone else.

None of the principals in the assault could identify Mr. Haddock, the prosecutor said. He was held in bail chiefly so his fingerprints might be compared with those found on lamps and furniture in the Wofl home. The police said three men beat Mr. Wolf into insensibility and bound his mother and his sister with electric cords snatched from electric lamps.

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SOUTH AFRICA OFFERS GOOD RADIO MARKET

South Africa offers a very good radio market, although it is highly competitive, according to a U. S. consular report to the Department of Commerce. The European population of the country is very small and only amounts to approximately two million persons. There are a great number of radio receivers already being sold there and the market is more or less flooded with makes. It is estimated, however, that more than three-fourths of the sales are made by a half-dozen American makes and the Dutch Philips, which carry replacement parts and operate service stations in all of the larger towns.

In order to enter this field successfully, it would be necessary to have an outstanding set selling at a very low figure or to do a considerable amount of advertising in order to bring the sets to the attention of the buying public.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

Current File

INDEX TO ISSUE OF JANUARY 22, 1937.

No. 998

January 23, 1937.

"FAN" MAIL SWAMPS U. S. RADIO EDUCATIONAL OFFICE

"Fan" mail for the five weekly coast-to-coast educational programs is setting new records for responses to that type of broadcasts, according to the U. S. Office of Education, which sponsors the Educational Radio Project.

More than 15,000 letters a week are pouring into the offices of the Federal agency, officials report, and the volume of mail increases weekly.

"The World is Yours", a Sunday morning presentation sponsored jointly by the Office of Education and the Smithsonian Institution over the NBC-Red network, is the most popular of the five programs. But "Answer Me This" is running it a close second in mail response.

The other three programs are "Treasures Next Door", "Education in the News", and "Have You Heard?"

Supplementing the usual "fan letter" method of judging the popularity of "The World Is Yours", the Office of Education has sent out thousands of comprehensive questionnaires to listeners who have sent in fan letters. The questionnaires ask the listener's age, occupation, number listening to the program in his home, if the program is discussed later and comments and criticism about reception and material.

To date, tens of thousands of these reports have been returned. Others are arriving at a rate of more than one thousand per day. Besides showing definitely that "The World Is Yours" is one of radio's top programs in the entertainment field, the questionnaires also attest to its vital educational value, its sponsors assert.

Listeners in all walks of life, of all ages and from every section of the country, as well as from several foreign nations, are returning the reports. It has been found, through an analysis of the questionnaires received thus far, that an average of three persons listen to the programs with each of the answering fans; that the programs are discussed in detail after each broadcast; that advance material, which is sent to more than 52,000 families each week, is used as a supplementary aid during the programs; that this material usually is kept for future reference, and that the programs are fitted to all types of listeners.

The Office of Education plans to make a more complete analysis of the reports when all those sent out have been returned. This will be made with a view to learning the age groups most vitally interested in the program; the sections in which the largest percentage of listeners live; the occupations of those most interested in the broadcasts, and a thorough study of suggestions made in the listeners' criticism.

This final analysis, the Office of Education believes, will give the most detailed check of the listening public ever obtained by the producer of a radio broadcast.

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INFLUENCE OF SUN ON STATIC STILL PUZZLE TO FCC ENGINEERS

The engineers of the Federal Communications Commission are still unable to explain fully the influence of the sun on broadcast reception. And the recent broadcast band hearing, though it offered much technical evidence on many aspects of radio transmission, didn't contribute anything on this major cause of static.

Commdr. T.A.M. Craven, Chief Engineer, in his report to the FCC said:

"No new evidence was given with respect to the existing known facts concerning the Heaviside layer and sunspot cycle. It is impossible at this time to give rigid assumptions concerning this subject, because insufficient data have been collected.

"However, the Engineering Department recommends that the Technical Information Section continue to accumulate data from other sources with reference to this subject, and that the Commission encourage research on the part of institutions, leading to the accumulation of greater knowledge concerning the Heaviside layer and the sunspot cycle. This study, of course, has been in progress at various commercial, educational and governmental institutions and laboratories in this country and abroad."

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Denial of an application by WMAS, Springfield, Mass., to shift its frequency from 1420 kc. to 560 kc. and increase its power to 1,000 watts was recommended this week to the Federal Communications Commission by Examiner Melvin H. Dalberg.

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PRESIDENT HAS WORLD AUDIENCE FOR SECOND INAUGURAL

Although the crowd on Capitol Plaza for President Roosevelt's inauguration was disappointingly small on account of the inclement weather, his radio audience was probably the largest in his four years of talking directly to the Nation's voters over the air.

Short-wave transmitting stations carried the Chief Executive's words around the globe, and reception was, in most instances, excellent, according to press reports, whether in Shanghai or Paris.

At least a dozen countries were tuned in on the inaugural broadcast, which occupied most of the day, and some 300 American stations carried the program to every nook and corner of these United States.

Countries to which the program was directed through the short-wave facilities of the Columbia Broadcasting System and the National Broadcasting Company, included France, Holland, England, Switzerland, Italy, Belgium, Austria, Latvia, Czecho-Slovakia, Brazil, Peru, Argentina and Uraguay.

Americans at London, Paris and Honolulu were brought to the microphone to comment on their reaction to the inaugural speech, as heard over the radio. There was in addition an NBC broadcast from the liner "Rex", in which several passengers told of hearing the program at sea, off the Azores.

Another broadcast was from the ancestral home of the Roosevelts in Oud Vossemeer on the Isle of Tholen in Holland. In this ancient Zeeland village, an announcer "escorted" listeners to the town hall and to the Roosevelt ancestral homestead, where Renville T. Emmett, American Minister to the Netherlands, spoke briefly.

Through W3XAL, short-wave station at Bound Brook, N.J., special broadcasts at various times were given in English, French, Italian, Spanish and German. Highlights of the Washington program were relayed to London at 11:50 A.M. by Felix Greene, representative of the British Broadcasting Corporation, as a prelude to the inaugural address.

Max Jordan, European representative of the NBC, spoke over W3XAL shortly after noon for listeners in France, Spain and Italy. Kurt Sell, of the Reichs Rundfunk Gesellschaft, Berlin, summarized the inauguration for German listeners between 1 and 1:30 P.M. TheCBS commentator for France was Percy Winner, Paris newspaper representative, while Jorg Leal, Latin-American commentator, relayed the description southward for countries beyond the Caribbean.

Other short-wave transmitters carrying the program to foreign lands included Stations W2XE at Wayne, N. J.; W3XAU at Philadelphia; W8xk, Pittsburgh, and W2XAF, Schenectady.

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TYSON TO HEAD COLLEGE, QUITS RADIO COUNCIL POST

Dr. Levering Tyson, of New York, who has been Director of the National Advisory Council on Radio in Education since 1930, will quit the radio educational field shortly to become President of Muhlenberg College at Allentown, Pa. He ends his duties as Director of the National Advisory Council about July 1st.

Dr. Tyson, who is 48 years old, has gained wide experience in educational affairs. He organized the home study department as one of the extension activities of Columbia University in 1919-1920. Invited to attend the original conference resulting in the establishment of the American Association for Adult Education, he was retained by that organization in 1929 to make a study of the possibilities of radio in education on behalf of the Association and the Carnegie Corporation of New York.

Out of this study developed the National Advisory Council on Radio in Education, for which he was selected asthe first director, a position he has held ever since. In 1930 it was announced that through the cooperation of John D. Rockefeller, Jr. and the Carnegie Corporation, funds for the basic extension of the council and its maintenance for a period of threeyears were assured. Dr. R. A. Millikan of the California Institute of Technology was elected the first president.

Mr. Tyson is a member of the Federal Radio Education Committee and is Chairman of the Radio Subcommittee of the American Committee of the Institute for Intellectual Cooperation of the League of Nations; also Chairman of the Broadcasting Committee of the World Association for Adult Education.

In 1931, he was Chairman of the International Conference in Educational Broadcasting at Vienna. Last Summer he travelled through Europe, attending radio meetings in Edinburgh, Oxford, Geneva and Rome.

Always an advocate of the American broadcasting system as against the government-controlled methods in vogue in Europe, Dr. Tyson, nevertheless, has advocated adjustments in the American system to make it best serve the general needs of listeners. In this sense he has always been a friendly critic of radio in this country.

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A new broadcasting station for Port Huron, Mich., was recommended to the Federal Communications Commission this week by Examiner John P. Bramhall. The applicant, the Port Huron Broadcasting Co., asked for a permit to operate on 1370 kc., with 250 watts daytime.

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STATISTICS OF RADIO BUSINESS TERSELY TABLED

Following is a terse outline of the radio industry, which now has a flow of $851,000,000 yearly, as compiled by Radio Today:

Uncle Sam's Annual Bill For Radio

Sale of time by broadcasters, 1936	$114,000,000
Talent costs, 1936	36,000,000
Electricity, batteries, etc. to operate 33,000,000 receivers	150,000,000
8,000,000 radio sets sold in 1936	440,000,000
46,000,000 replacement tubes	31,000,000
Radio parts, supplies, etc.	45,000,000
Servicing radio sets	75,000,000
U. S. Public paid for radios in 1936	$891,000,000

Radio Sets In Use

	Jan. 1, 1936	Jan. 1, 1937
U.S. homes with radios	22,869,000	24,500,000
Extra and "second" sets in above homes	3,000,000	4,000,000
Automobile radios in use	3,000,000	4,500,000
Total radio sets in use, U.S.	28,869,000	33,000,000
Total homes with autos	17,650,000	18,000,000
Total residence telephones	11,000,000	11,500,000
Total homes with electricity	21,030,000	21,800,000
Total homes in U.S.	31,000,000	31,471,000
Population U.S.	128,000,000	128,853,000

Roll-Call Of Radio Industry

Manufacturers of radio receivers	144
Manufacturers of radio tubes	13
Manufacturers of radio parts	620
Manufacturers of test equipment	55
Manufacturers of broadcast and amateur equip.	110
Manufacturers of sound equipment	95

Radio Set And Tube Sales

	Number	Retail Value
Total radio sets sold during 1936	8,000,000	$440,000,000
Radio sets exported	650,000	-------
Automobile radios	1,700,000	85,000,000
Home radios sold in U.S.	5,650,000	310,000,000
Home sets sold as replacements	3,900,000	215,000,000
Home sets sold to homes previously without radios	1,750,000	96,000,000
Home radios sold as extra sets	1,000,000	55,000,000
Battery sets	800,000	40,000,000
Tube replacements	46,000,000	31,000,000
Tubes, initial equipment	50,000,000	------
Total tubes sold 1936	96,000,000	70,000,000
Parts, supplies, etc.	----	45,000,000

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SHIPS CLOSELY INSPECTED FOR RADIO ACT VIOLATIONS

During the past fiscal year there were 13,578 clearances from U. S. ports of American and foreign ships which are required to carry radio apparatus, the Federal Communications Commission reports. During the same period 6,337 inspections were made of the radio installations on these vessels which revealed 151 cases of violation of the law. In 145 of these cases the masters were served with official penalty notices. Corrective action was taken, however, prior to departure from port. In addition, 192 discrepancy notices were served on the licensees of these vessels for failure to comply with the provisions of international treaty or regulations of the Commission.

On ships voluntarily equipped with radio apparatus 3,108 inspections were made. Of this number 658 cases revealed defects and required the radio licensees to take corrective action.

There were 1,701 detailed inspections made of ship radio installations to determine if they met the license requirements as to frequency of operation, frequency stability, decrement, etc.

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CANADA DEVELOPING MUSEUM OF RECORDINGS

The Canadian Broadcasting System is rapidly developing a valuable museum of radio recordings that may well be of inestimable value to posterity. The recordings, most of which are of overseas broadcasts, are made at the CBC short-wave receiving station in Ottawa by means of the Blattnerphone equipment.

The invention of the Blattnerphone has made possible recordings of radio programs of any length and these recordings, which are not subject to the influence of time, atmospheric or physical conditions, can be used as often as required, according to the CBC.

Up to that time there had been recorded and placed in the archives important permanent recordings, among them being the Christmas message of His late Majesty, King GeorgeV, to the Empire in 1934; the opening of the 17th Parliament of Canada; the funeral services of Sir Arthur Currie; proceedings in connection with the Economic Conference in London in 1933; the Jubilee celebrations of 1935; the wedding of Their Royal Highnesses the Duke and Duchess of Kent in 1934; and the launching of the R.M.S. "Queen Mary" in 1934.

Recently there were added the farewell address to the Empire of the former King Edward VIII and the proclamation ceremonies of the ascension to the throne of King George VI.

The Blattnerphone, for example, uses steel tape as the recording medium and this tape, which is mounted on cast aluminum spools, is a mile and a half in length, three thousandths of an inch thick and a little over a tenth of an inch in width, and is capable of accepting programs of about half an hour's duration. It is interesting to note that a recording made by this machine is reproduceable with exactly the same clarity as at the time of the actual broadcast and that it is not subject to deterioration in any way. A recording made by the Blattnerphone may be kept indefinitely or "wiped out." When a tape is thus cleared it may be used again.

Another advantage which this system of recording offers is that long programs can be condensed, the CBC states. For example, the proceedings in connection with the opening of Parliament in 1935 resulted in a complete recording an hour and a half in length. Since, however, the event occurred during the afternoon, it was possible to eliminate unnecessary parts by re-recording, thus making it suitable for reproduction over the national radio network later that night. Only pauses in the ceremony were deleted and nothing of value was lost for the listener.

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RADIO "HAMS" STILL PERFORM YEOMAN SERVICE, SAYS FCC

The army of radio pioneers, popularly known as "hams", is still performing valuable public service although its period of contribution to the technical development of wireless transmission apparently has ended.

Discussing this group of licensees in its report to Congress, the FCC said:

"On June 30, 1936, there were approximately 46,850 amateur stations licensed by the Commission. Of this number many are affiliated with the Naval Communications Reserve and the Army Amateur Reserve system. A large number of these stations, as well as others not associated with the Army and Navy, continue to cooperate with the American Red Cross in times of emergency, providing communication between headquarters and areas affected by storms, floods, earthquakes, and similar catastrophes when other means of communication fail.

"During the past year amateur stations rendered valuable service to the public. Beginning early in July, 1935, with the flood in the Finger Lakes region of New York State, and continuing through the severe sleet and snow storms of the past Winter, the amateurs furnished in many cases the sole means of communication between the stricken areas and outside aid. Their services to the public during the disastrous floods of this Spring, which affected 14 States and isolated 20 large cities, were outstanding.

"Many amateur stations participated in the Navy Day competition held on October 28, 1935, when a message from the Secretary of the Navy to all amateurs was transmitted from the naval radio stations at Arlington, Va., and San Francisco, Cal.

"On November 11, 1935, the Chief Signal Officer of the United States Army transmitted a message to members of the Army Amateur Reserve system. These yearly events stimulate interest, encourage accuracy in receiving, and enable amateurs to test their skill and proficiency in the International Morse Code.

"Continuing the Commission's policy to encourage technical developments and operating proficiency in the amateur service, a number of rules respecting this service were revised during the past year. The technical and engineering requirements were increased with respect to the equipment used by amateurs, and on June 2, 1936, the Commission increased the code speed requirement from 10 to 13 words per minute.

"The Commission has been requested to allocate additional frequencies for radiotelephony in the 3,500-4,000 kilocycle amateur band in order to relieve some of the congestion existing in this frequency band due to the large number of amateur radiotelephone stations in operation. The Commission finds, however, many amateurs oppose any change being made in the present amateur frequency allocation. In order that all interested parties may be given an opportunity to present their views, a public hearing was set for October 20, 1936."

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BELGIAN CONGO NATIVES DISCARD DRUMS FOR RADIOS

When the natives of the Belgian Congo lay aside their hollow log drums and native musical instruments and tune in the white man's jazz and symphonies, most of them do so with the aid of American radios.

American radio receiving sets in the Belgian Congo constitute 75 percent of the total and of the nine different makes of radios on sale there, seven are of American manufacture, according to a report from the American Consul there, made public by the Commerce Department.

Although the white colony in the Belgian Congo numbers only about 20,000, the market for radios is very active and last November there were 1,421 receiving sets registered, at least 1,200 of them having been imported since July 1st.

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THERAPEUTIC MACHINES OFFER THREAT TO TELEVISION

The increasing use of electrical therapeutic machines on the part of hospitals and physicians, as well as the general public, has created a new type of interference to radio communications, according to the Federal Communications Commission's Engineering Department.

Discussing this type of interference in the FCC report to Congress, T.A.M. Craven, Chief Engineer, says:

"It was ascertained that the use of a diathermy machine in this country could interrupt an international radio communication service. Further, preliminary investigation indicates that interference caused by this type of machine may affect seriously the value of television broadcasting. In addition to this type of interference, the interference caused by the ignition system of an automobile may have a serious effect

upon the usefulness of the new portion of the radio frequency spectrum above 30,000 kc. which is now being developed. Preliminary investigations inaugurated by this Commission indicate that the problem is soluble, if the cooperation of the manufacturers of therapeutic machines, the manufacturers of radio, and the automobile industry can be obtained. However, at this time the Commission's investigation of this phase of radio interference is not completed."

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EDUCATIONAL PROGRAMS 40% OF TOTAL ON MOSCOW STATIONS

Approximately 40 percent of the hours of broadcasting on Moscow stations during 1936 were devoted to programs of an educational nature, according to a report to the Commerce Department from Loy W. Henderson, U.S. Charge d'Affaires at the Russian capital.

American networks devote about 25 percent of their time to educational broadcasts.

With the exception of a small number of amateur transmitters, all broadcasting and radio transmission stations in the Soviet Union are owned and operated by State organizations. The maintenance and management of the technical equipment of general broadcasting stations are in the hands of the People's Commissariat for Communication of the U.S.S.R., while the broadcasting is controlled and supervised by the All-Union Radio Committee, which is attached to the Soviet of People's Commissars of the U.S.S.R.

The All-Union Radio Committee is a central body which carries out the radio broadcasting programs of the main stations in Moscow and supervises the activities of seventy local committees in different parts of the Soviet Union.

"The operations of the All-Union Radio Committee and of the local radio committees proceed in accordance with plans, the broad outlines of which are made in advance for periods of considerable length", Mr. Henderson reported.

"Advertising in the sense in which that term is usually understood is not broadcast by Soviet radio stations. Such advertising as is broadcast is in the nature of informative bulletins advising the listeners as to the places where certain goods may be purchased, where certain services will be performed, and so forth, and is for the benefit of the prospective purchaser rather than for the benefit of the seller.

"Foreign business firms have not, apparently, at any time advertised over the Soviet radio broadcasting system. It is believed, moreover, that advertising over the Soviet radio would not, in view of the Soviet Government monopoly of foreign trade and other factors of merchandising peculiar to the Soviet union, achieve the purposes for which intended since such factors would seem to obviate the necessity for that type of advertising."

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RCA TESTING TELEVISION WITH NEW FCC STANDARDS

The first tests of high definition television using the new standards which have been recommended by the radio industry to the Federal Communications Commission are now being conducted by engineers of the Radio Corporation of America and the National Broadcasting Company.

Images scanned by the RCA iconoscope, the pick-up tube, at the rate of 441 lines per frame have been transmitted from the NBC experimental station in the Empire State Tower and successfully received by selected number of experimental television receivers in the homes of RCA-NBC engineers and technicians.

"Pictures of 441 line definition are much clearer than those of 343 lines, the definition employed in previous tests from the Empire State", said Lenox Lohr, President of NBC. "Another significant advance has been made in our work of television development. As we proceed in this fascinating adventure of bringing radio sight to distant eyes, it is encouraging to be able to report this substantial progress."

"The development of television service", said Mr. Lohr, "promises to be orderly and evolutionary in character and is a tribute to the radio industry which has enjoyed public favor on a scale that is most encouraging to its future. The public may purchase present day radio receiving sets with confidence as to their continuing serviceability. Television receiving sets cannot precede a television program service of satisfactory quality, which will be available at the beginning only in sharply restricted metropolitan areas following the eventual solution of technical, economic and program problems."

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DUN & BRADSTREET SAYS RADIO CLIMB WILL CONTINUE

Radio production, sales and broadcasting set new high records in 1936, and further advancement is expected in 1937, according to a report by Dun and Bradstreet.

Wage increases, expanding employment and rising automobile production were listed as factors likely to continue the prosperous condition of the industry this year. It was also stated that replacement sales may reach a new peak through improvements and new home construction.

More than 1,400,000 new homes were supplied with sets in 1936, bringing the total to nearly 25,000,000, it was reported. A new high in national advertising during the Summer was noted as contributing to gross time sales for the year, estimated at more than $1,000,000. Production ranged from 2o to 25 percent higher than 1935, the report said.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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INDEX TO ISSUE OF JANUARY 26, 1937.

No. 999.

January 26, 1937

CROSLEY CINCINNATI LOSS HEAVY; MAIN PLANT SAVED

Although preliminary estimates are to the effect that the Crosley Radio Corporation fire loss during the flood at Cincinnati Monday night may be in the millions. luckily the main plant escaped disaster and will reopen as soon as recession of flood waters and restoration of power facilities permit.

The company's refrigerator cabinet assembly factory was destroyed, a telegram said, but orders will be filled in increasing production at a similar plant at Connersville, Ohio.

The following telegram was received today (Tuesday) by the Heinl News Service from Bill Bailey, press representative of the Crosley Corporation:

> "Your wire just reached me due to heavy traffic and temporary setup. Two buildings of Crosley Radio Corporation destroyed in fire that swept four square blocks. Building K, the main warehouse, and Building L, refrigerator unit, destroyed. Total fire loss based on buildings two million, half of which was suffered by Crosley.
>
> "Have been unable to contact Lewis Crosley for definite amount but apparently the loss will mount less over a million due to large number of radios and refrigerators in warehouse. Main plant which houses studios undamaged except for broken windows despite fact fire raged on three sides of the plant."

The operation of Station WLW, whose transmitter is at Mason, Ohio, a short distance north of Cincinnati, was apparently unaffected by the flood as it could be heard broadcasting flood relief messages.

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Television and facsimile transmission by radio will be nearly ready to pop in 1937, bearing problems that call for the best thought the newspaper industry can give them, says Editor & Publisher editorially.

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RMA DENOUNCES PUBLIC EXHIBITS OF RADIO RECEIVERS

The Board of Directors of the Radio Manufacturers' Association this week advised RMA members that it is opposed to public exhibitions of radio receiving sets by set manufacturers or distributors, according to Bond Geddes, Executive Vice-President.

At the same time Mr. Geddes disclosed that the RMA Directors had indorsed a Radio Parts Manufacturers' National Trade Show to be held at the Stevens Hotel, Chicago, June 10-13, and a similar show in New York, October 1-3.

"Exhibition of receiving sets in trade shows and public shows, by set manufacturers or distributors, is not helpful to business and is not approved, according to a show policy determined unanimously by the RMA Board of Directors at its recent meeting in Chicago", Mr. Geddes said. "RMA set manufacturers are being requested to refrain from such exhibitions and also to request their distributors not to participate in such shows.

"The RMA Board adopted formal resolutions following a questionnaire of set manufacturers by the Association, with unanimous sentiment in opposition to such exhibition of receiving sets.

"The RMA resolutions follow:

"Whereas this Board has given careful consideration to the advantages and disadvantages of exhibiting receiving sets in trade shows and public shows, and

"Whereas receiving set manufacturers of this Association were canvassed by questionnaire on such advantages and disadvantages, and

"Whereas answers to such questionnaire by receiving set manufacturers clearly manifest the opinion that the disadvantages and the expense of such exhibitions do not warrant the manufacturer of receiving sets to exhibit at such shows or to support them financially directly or indirectly and that exhibiting thereat deters rather than promotes the sale of receiving sets,

"Resolved, That this Board considers the exhibition by manufacturers of receiving sets as detrimental to the industry and therefore condemns the practice and strongly recommends to its receiving set manufacturers not to exhibit or to support financially, directly or indirectly, any trade or public shows;

"Resolved, That the manufacturers of receiving sets be requested to urge upon their distributors not to participate in such shows."

Formal endorsement of the radio parts shows by the RMA was given at the same meeting of the Directors in Chicago, and it was also arranged to hold the annual RMA Membership meetings and convention at the Stevens Hotel on June 8-9, immediately preceding the June parts and accessory trade show. During the June show the annual convention and meetings of the Sales Managers Clubs and the Institute of Radio Service Men also will be held. Ken Hathaway, President of the Institute of Radio Service Men, is Managing Director of the shows.

Details of the arrangements for conducting the shows are given in the following announcement:

"The Radio Parts Manufacturers National Trade Show has been incorporated as a corporation, not for profit, to sponsor, promote, and conduct national exhibitions of (1) replacement parts, test and laboratory equipment for the service man; (2) public address equipment; and (3) amateur and short wave equipment. The formation of the above mentioned corporation was agreed upon at a meeting of representatives of the Sales Managers Clubs and the Parts Division of RMA at a meeting held in Chicago on November 16, 1936; and the first meeting of the Board of Directors of the Corporation was held in New York City, December 16, 1936.

"The Show Corporation is the result of more than six months of negotiation, during which time the leaders of the industry were endeavoring to effect an arrangement that would be all-inclusive as to representation and scope. The By-laws, as adopted at the December 16 meeting, require that two of the members of the Board of Directors shall represent companies that are members of RMA and two shall represent companies that are members of the Sales Managers Club. The Directors hold office for one year and are elected at the annual meeting of the member-exhibitors held during the Chicago National Trade Show.

"The Board of Directors as now constituted consists of A. A. Berard, Arthur Moss, S. N. Shure, and Fred D. Williams. Messrs. Moss and Williams represent RMA; Berard and Shure represent the Sales Managers Clubs.

"The officers are Mr. Shure, President; Mr. Berard, Vice-President, and Mr. Moss, Secretary-Treasurer."

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A broadcasting station with a power of 100 KW is contemplated for Tunis, according to M. Guillon, the Resident-General, the cost of the transmitter being paid by the French Government and that of the installation by the dependency. M. Guillon indicated that the expense could be covered by the receipts from wireless taxation and from publicity.

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WHAS, LOUISVILLE, DOES HEROIC SERVICE

Plainly heard over the entire eastern part of the United States, much praise was reported for the splendid flood relief work done by Station WHAS, operated by the Louisville Courier-Journal. Apparently this station abandoned all commercial programs and devoted its entire time to emergency bulletins in connection with the flood.

Evidently the station was never off the air and handled appeals of the most thrilling character, such as rescue boats being overturned, and other messages equally urgent, at all hours of the day and night. At times, however, the station sounded weak as if operating on battery power when the city's electric supply went out.

Official broadcasts from the Governor of Kentucky, the Mayor and the Chief of Police at Louisville cleared through WHAS, which was also a part of an emergency network of stations of which Nashville, Indianapolis and other cities nearby seemed to be a part.

Approximately 100 officers and 800 enlisted men in the Naval Communication Reserve were operating 200 radio stations in connection with rescue and relief work in the flooded areas. In several areas the stations, operating on batteries, took over the communication work of regular stations paralyzed by the failure of electric current.

The nine control stations are located at Pittsburgh, Wheeling, W. Va., Huntington, Norfolk, Chicago, Akron, Cincinnati, Louisville and Centralia, Ill.

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MINIATURE RADIO TUBE FOUND OF MEDICAL VALUE

The world's tiniest radio vacuum tubes, producing wave lengths one centimeter long, or about a third of an inch, have proved efficient in tests and may be of medical value, according to Professor G. W. Potapenko, at Pasadena, California.

The physicist, who, with Dr. C. Y. Men, developed the tubes, pointed out to students and scientists at the California Institute of Technology that wave lengths of about one meter have been used for some time in medical therapy.

"Waves of about one centimeter previously could be generated only by using spark oscillators or magnetrons", said Professor Potapenko. "But waves generated by spark oscillators are not constant in energy and those produced by magnetrons are not constant in length. Recent tests show waves produced by our tiny tubes are constant both in energy and length, which we hope will make them highly valuable in biology, medicine and perhaps chemistry."

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RADIO EXPORTS SET MARK; WAGES SHOW SMALL GAIN

All monthly records for radio exports were broken last October with a total exportation of $3,246,129, according to the report of the U. S. Bureau of Foreign and Domestic Commerce, which showed an increase of 19.6 percent over exports of $2,714,113 in October, 1935. The exports of receiving sets and also parts and accessories was the largest in any month on record. The previous record in radio exports was established in November, 1935, with a total of $2,892,778, but the radio exports last November were slightly under this previous peak, totaling $2,587,819.

Radio factory employment last October increased only .9 percent over September, according to the current U. S. Bureau of Labor Statistics report, and October employment was 5.4 percent less than that during October 1935.

October showed an increase of 10.5 percent in radio factory payrolls over the previous month of September, 1936. The October payrolls, however, were only .2 over those of October, 1935.

Average weekly earnings during October of radio factory employees were reported at $21.55, an increase of 9.5 percent over September, 1936, and 5.8 percent over weekly earnings during October, 1935. The October national average of all manufacturing industries was $23.46, while the national average of all durable goods manufacturing establishments was $26.45.

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FORD PROTESTS SPOT ADS ADJACENT TO OWN PROGRAM

The Ford Motor Company has registered an official protest with the Columbia Broadcasting System and with the National Broadcasting Company against the practice of injecting commercial announcements during the chain break immediately preceding or following its radio programs, according to Newsdom. Both broadcasting systems took the protest under advisement but declined comment.

"The practice of slipping in extraneous commercial spots, we feel, is unfair to the sponsor and to the public", the protest read in part. "We have received numberous complaints substantiating this, and believe the time has arrived for broadcasting companies to take cognizance of this situation."

The statement "offers no objection to spots or commercials used in connection with sustaining programs, provided they do not immediately follow a sponsored program."

The complaint was based on the thesis that the sponsor of a unit of radio time - 15 minutes, 30 minutes, or an hour - is entitled to the undivided attention of the audience from chain break to chain break.

As a matter of consistency, the Ford company announces that it would discontinue all of its own spot chain-break announcements. Ford maintains three shows on the air: one over WABC Sundays from 9 to 10 p.m.; another over the same station Tuesdays from 9 to 9:30 p.m., and the third over WJZ Fridays from 9 to 9:30 p.m.

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RADIO STATIONS DIRECT RELIEF IN FLOOD AREAS

"Radio broadcasting played a tremendous role yesterday in the battle of the Ohio and Mississippi Valleys against the worst flood in their history", the New York Times reported Jan. 26.

"The dramatic 'calling all boats, calling all boats' was a constant appeal for help throughout the day from the powerful transmitters of Stations WHAS and WAVE at Louisville, WLW and WKRC at Cincinnati and an unprecedented emergency network of Columbia and NBC cooperating stations.

"The broadcasters remained continuously on the air to link police and relief headquarters and rescuers. Boats and patrol cars throughout the great valleys were equippedto pick up appeals relayed in behalf of those cut off by the climbing waters.

"Even when its power was shut off temporarily, the crew of WHAS, Louisville, continued to relay its messages to cooperating stations which included CBS stations linked through WBBM, Chicago; and the transmitters of WSM, Nashville; and WFRM, Indianapolis.

"Radio was called into play be Mayor Neville Miller of Louisville to appeal to three other cities for emergency fire apparatus. A new fire had been reported in a distant section of the city just before the Mayor's appeal was read over WEAF's network. Knoxville, Chattanooga and Pittsburgh were called upon. Of the first two, at least two companies of fire apparatus were requested. Pittsburgh was urged to send the equipment already offered, with the advice that to send it by way of Knoxville would avoid the worst of the flooded areas.

"Falling electric power and extraordinary technical difficulties were overcome in maintaining radio in service of the local, State and Federal relief agencies.

"Appeals for succor and the story of devastation and heroism kept the Cincinnati and Louisville stations and many others in an emergency hook-up from early morning throughout the day and night. Intermittent switches brought news of the disaster to a nation-wide audience.

"When police radio equipment at Portsmouth, Ohio, was crippled early yesterday, the NBC mobile unit at WTAM, Cleveland, supplied police broadcasting service. Alvin McMahan and Frank E.

Whittam, engineers, operated the short wave unit most of the morning, maintaining communication in the flood area with State police and Portsmouth Scout cars.

"Station WAVE, the NBC outlet at Louisville, was able to resume broadcasting yesterday morning after a generator that had been sent by plane from Chicago was put into service.

"WLW placed its broadcasting facilities at the disposal of relief agencies. The plea was made that no calls be put through regarding information concerning damage to life and property, but listeners were assured that all people in the Cincinnati area would be properly cared for through the speedy work of mobilization.

"WSAI, the NBC outlet of WJZ's network in Cincinnati, had been without power since Sunday night. Then it was damaged by fire, the National Broadcasting Company reported.

"Other broadcasts were heard from Pittsburgh, through KDKA; Portsmouth, Ohio, via the Mobile unit of WTAM; from Covington, Ky., over WCKY and from Chicago."

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FTC CRACKS DOWN ON "MARMOLA" ADVERTISING

Raladam Company, of Detroit, has been ordered by the Federal Trade Commission to cease and desist from certain misrepresentations in the sale of its produce "Marmola", advertised as a weight-reducing preparation. Such misrepresentations are held to constitute an unfair method of competition in violation of Section 5 of the Federal Trade Commission Act. Broadcasting stations which have carried "Marmola" programs have previously been called to task by the Federal Communications Commission.

Containing as its active ingredient desiccated thyroid made from the thyroid glands of certain food animals, Marmola is said to have been advertised in a manner implying that thyroid deficiency is a common cause of excess fat, that thyroid should be taken for reducing, that "Marmola is for the average case", provides "the right way to reduce", and that "this modern method of reduction is now used by doctors the world over."

Findings in the case, based on distinguished medical and scientific opinion, are that only a small proportion of cases of over-weight result from thyroid deficiency; that in many cases the respondent company's product cannot be safely used, and in any case should be taken only on the advice of a physician.

The order to cease and desist prohibits certain misrepresentations concerning Marmola and its thyroid ingredient and also directs the Raladam Company to discontinue representing that it makes a full and complete disclosure of the properties and effects of Marmola unless and until it does in fact make such disclosures.

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U. S. RADIO SETS POPULAR IN LIBERIA MARKET

"No radio equipment is manufactured in Liberia and all requirements of receiving sets and accessories are filled by imports from abroad, imports being about equally divided between European countries and the United States", the U. S. Bureau of Foreign and Domestic Commerce reports. "The demand is for table models of receiving sets of both electric and battery power, equipped with aeroplane dials marked with names of stations. Price preference ranges from about $24 to $72. American sets continue to be popular.

"As a rule radio sets are not kept in stock, being imported on individual order. At present, however, it is reported that there are 14 receiving sets in stock in Monrovia. The market at best is small and appears to be well exploited by exclusive agents of 3 well-known American makes of sets and tubes. At the clase of September last year there were approximately 130 private receiving sets in all of Liberia.

"There is no local standard or short-wave broadcasting, but all American, as well as other short-wave programs are heard here so far as weather permits. There are no relay systems."

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RCA ADDS BRAZIL TO COMMERCIAL NETS CARRYING OPERA

Radiobras at Rio de Janeiro, Brazil, last week began broadcasting the regular Saturday matinee performances of the Metropolitan Opera Company in New York, heard in this country over networks, under the sponsorship of the Radio Corporation of America.

Radiobras is the second major South American broadcasting company to inaugurate a series of commercially sponsored radio programs from the United States in less than a month. Announcement that Radio Splendid at Buenos Aires, Argentina, would broadcast the Metropolitan Opera was made January 7th. Thus, South America's two largest nations are receiving the first series of commercial programs ever sent from this country to a foreign nation other than Canada.

The opera programs are transmitted to Radiobras and Radio Splendid, by arrangement from New York over a commercial short-wave channel of R.C.A. Communications, Inc. Announcements and commercial credits, in Portuguese by Radiobras and in Spanish by Radio Splendid are added to the broadcasts at Rio de Janeiro and at Buenos Aires.

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INDUSTRY NOTES

The National Broadcasting Company's lease of Station WMAL has recently been extended for three years, it was announced by Major Lenox R. Lohr, President. The existing lease, which covered a five-year period, will expire December 31st of this year. Major Lohr completed negotiations for extention of the lease with the M.A. Leese Radio Corp., owners of WMAL.

New Jersey's Alcoholic Beverage Control Commissioner last week held that liquor advertising on the radio was undesirable because it could not be kept out of the homes.

Asked if a Phillipsburg liquor distributor could legally sponsor a contest on the radio with a case of beer as the prize, Commissioner D. Frederick Burnett said there was no rule against it, but one would be promulgated if the practice of holding such contests were started.

Charges of participating in an assault upon a ship's radio operator, filed against Hoyt Haddock, President of the American Radio Telegraphers Union in New York, have been dismissed, District Attorney George Dorsey said at Spring Valley, N.Y., last week. The Rockland County District Attorney obtained the order releasing Haddock last week at the home of Police Judge Robert Finkelstein, two days before a scheduled hearing.

Three other union members are still awaiting a grand jury hearing on a charge of assaulting Robert Wolfe, Munson Line radio operator, in his home after binding his sister and mother. A fourth man is being sought.

"With the Federal excise tax figures for 1936 showing an increase of 51 percent over 1935, when radio set sales numbered 6,000,000 sets, it becomes increasingly apparent that 1936 was at least an 8,000,000 set year, although basic license-bureau figures for the final quarter are not yet available", according to Radio Today.

"At 8,000,000 sets, 1936 in unit production is thus 82 percent ahead of America's business-peak year of 1929, when unit radio production was 4,400,000 sets. Measured in dollar volume, owing to the lower unit prices in 1936, 1936 radio volume is 25 percent below the $600,000,000 retail peak of 1929."

An order to cease and desist has been entered by the Federal Trade Commission against F. L. McWethy, 329 Michigan Ave., Marshall, Mich., prohibiting him from representing in advertising matter or in radio broadcasts that "McWethy's Home Treatment", which he sells in interstate commerce, is an effective remedy or a cure for bladder, prostatic, kidney or bowel troubles, and that it reaches all of the underlying causes of such ailments.

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ZENITH EMPLOYEES PRESENT PLAQUE TO MANAGEMENT

When, next February, the Zenith Radio Corporation of Chicago, moves into its mammoth new plant, recently acquired, the entrance hall will contain an impressive bronze plaque. The plaque was presented Christmas Eve to Commander E. F. McDonald,Jr., President of the Company, and to the other officials, by the entire body of Zenith employees as an expression of loyalty to the organization.

On the surface of the bronze, measuring two and a half feet by nineteen inches, are engraved the following words:

"To the Directors and Officers of the Zenith Radio Corporation --- We believe in your wisdom and fairness --- We assure you of our loyalty and effort --- We are proud of this partnership --- "

In accepting the plaque for the Company, Commander McDonald told the employees:

"Nothing could have made my Christmas happier, nor more complete, than the sentiment that was expressed by all of you in the lovely bronze plaque with which I was surprised Christmas Eve.

"I wish to express to you not only my appreciation, but the appreciation of the Officers and Directors of Zenith for the wonderful thought that the bronze represents. You have made the Officers, the Directors and me particularly happy with the last sentence wherein you say, 'We are proud of the partnership'. That word 'partnership' means much to us and it is our intention to make it even more a partnership as the years go on."

Over the wording described, the plaque contains symbolic illustrations showing on the one side, executive and office personnel, and on the other side, figures representing men and women of the various manufacturing departments, advancing into the foreground toward a central motive, a symbolization of a Zenith radio cabinet. Before this central design, the two leading features stand hand-in-hand, pledging cooperation and loyalty to one another.

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The Turkish Government will shortly let contracts for the construction of two new radio broadcasting stations, to be located at or near Ankara. It is understood that one of these stations will be a 60,000 or 70,000 watt long of medium wave broadcasting station, and the other will be a 10,000-watt short wave transmitter.

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NBC EXPANDS SOUTH AMERICAN SHORT WAVE SERVICE

With the launching of a new weekly program of Broadway comment on Tuesday, January 26th, the National Broadcasting Company will have programs produced especially for reception on South and Central America on the air seven days a week over its short-wave transmitter, W3XAL, at Bound Brook, N. J.

Francesco J. Ariza, a native of Mexico, who has lived many years in New York, will be the commentator. He is a magazine writer and editor. His talks will be filled with up-to-the-minute information about the new Broadway shows, human interest angles about the actors and others who take part in the gay life along New York's white way.

Dan Russell, Spanish-speaking announcer, will round out the program with a brief summary of news about inter-American events. Russell and Charles Carvajal, Spanish-speaking production man, are in charge of NBC's South American broadcasts, arranging and producing all of the programs.

The addition of the Tuesday night feature brings the South American schedule up to seven days a week, with half-hour broadcasts on week days and a full hour broadcast on Sundays. Special entertainment features, supplemented by brief news reports, are presented during the week.

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BENDIX FORMS RADIO EQUIPMENT CORPORATION

Vincent Bendix,manufacturer of airplane parts and equipment, last week in New York announced the organization of the Bendix Radio Corp., with himself as president, and he described it as "the largest organization of its kind in the world."

The company, absorbing Radio Research Co., Inc., of Washington, Radio Products Co., of Dayton, Ohio, the William P. Hillyard Co., and the Jenkins and Adair Co., of Chicago, will specialize in a directional radio compass for private and transport planes.

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Anti-trust suits brought by the General Talking Pictures Corporation and the Duovac Radio Corporation against the American Telephone and Telegraph Company and the Western Electric Company were dismissed last week by Federal Judge John P. Nields, in Wilmington, Del.

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No. 1000

SIGNAL OFFICER PONDERS PLACE OF RADIO IN NEXT WAR

The role of radio communication in the next great war has no lesser personality than Maj. Gen. J. B. Allison, Chief Signal Officer, wondering.

Writing in the current "Signal Corps Bulletin" on the topic, "Has the Mary too Much Radio?", General Allison admits many of the weaknesses of radio on the field of battle but also points out that for many communication services "it's radio or nothing".

He concludes that only another war can prove the value of much of the new radio equipment which the Army is adding constantly.

"In some quarters the growth of our radio organization is viewed with apprehension", he said. "It is true that the number of different types of sets, the total number of sets and the number of men assigned to operate them have all continued to increase.

"It is a truism to say that we are living in a marvelous age. It is trite to mention that radio has had an amazing evolution from the crude, heavy, power-consuming sets of a former period to the finished, light, efficient equipment which we have today. The Army has also greatly changed during this period. It has become more and more complex with each passing year and its means of transport has continued to speed up.

"Our changing Army is constantly finding new needs for radio; and radio itself is ever improving its ability to serve these new needs while serving the old needs better than before. Because of these things, our radio organization which filled the bill in 1916 was ancient history in 1926, and in turn our 1926 set-up would look like the horse and buggy days now. We just cannot imagine the GHQ Air Force, the Mechanized Brigade or the first Cavalry Division without modern radio. Nor could the commanders of these organizations hope to coordinate the action of their commands without it.

"When I am asked the question 'Has the Army too much radio?', I know the questioner believes the proper answer to be 'yes', and I assume he has some definite phase of the problem in his mind. The questioner usually has in mind one or more of five different phases of the problem, such as:

"Question - Radio is slow, unreliable, subject to enemy jamming, intercept and goniometric location. It does not

compare in reliability or usefulness with the wire telephone or telegraph. Why not therefore soft pedal the former and concentrate on the latter?

"Answer - The premise is correct and well recognized. Units which can hope in active operations to keep up wire communications, plan to do so. With them, radio is merely a contingent or auxiliary means to be resorted to when their respective wire systems have failed or before they are put in. The main effort of the communication troops of such units is naturally toward the upkeep of their wire systems. On the other hand, air-air and air-ground communications and those within mechanized and horse cavalry must obviously depend upon radio for long distance and immediate action communications. With them, radio has priority. They recognize its disadvantages but they realize it is radio or nothing. I am happy to say that radio is giving them satisfactory service. That they will have much more serious difficulty with radio when in contact with the enemy than in peacetime maneuvers, no one doubts. The effectiveness of radio for the next war, like that of air operations, can obviously never be proven until the opposing forces are in contact. Meanwhile, against such a test, we are striving to put into the field the best equipment in the world and a radio organization capable of handling it effectively.

"Question - Because of its complexity of equipment, because of its lack of secrecy and because of its wide frequency channel, should not radiotelephony be curbed and should not Army field radio sets be built for radiotelegraph operation only?

"Answer - After considering all sides of the radiotelephone problem, I continue to view its use with distrust because of its lack of secrecy and its wide frequency channel. Pending results of tests of radio secrecy and collection of further information on use of frequency channels, I believe it wise for the using arms to fully investigate the tactical possibilities of voice transmission. But they must be prepared to use the telephone with the serious restrictions which will have to be imposed.

"Question - A war strength field army under present allowances will have about 2,000 radio sets in more than 327 separate nets. So many nets cannot operate on the available frequencies without mutual interference. This being so, why not take much of this equipment away from the troops now burdened with it and leave only those sets which can all operate at the same time? This would avoid some of the confusion we now experience in radio operation and would save men for the firing line. Moreover, the money which is now spent on this surplus radio equipment could be utilized for other things which we sorely need.

"Answer - Before answering this question we shall ask and answer a question of our own, 'Who are the troops presumed to be burdened with radio equipment which they cannot use?' Obviously not the Air Corps, Cavalry or mechanized troops. There are left then, the Infantry, Field Artillery, Anti-aircraft Artillery, and Signal Corps. These troops are apparently assumed to be so burdened. But are they in fact? It is true that the former, more speedy group will require the lion's share of the limited frequencies and that there may be too few channels left over to permit all nets of the latter group to operate simultaneously. However, before we make this a positive statement and say there definitely will be too few channels, we must know the character of operations in which we shall be engaged. If these operations will be similar to those on the 'Western front' in 1918 then there is no question about it; there will be too few channels to go around and some modification will have to be made in the normal organization of our radio nets.

"But many strategists find it difficult to visualize operations on the North American Continent similar to the trench-warfare stalemate of the 'Western front.' They picture swift-moving thrusts by forces operating with strategic coordination but with considerable tactical independence and with wide intervals between adjacent forces. The main ideas are strategic speed, surprise and fast moving drives against vital points. If the operation of a force is blocked it will not necessarily dig in and organize for a head-on attack against a prepared position. Rather will it seek to withdraw and to move with speed to strike a telling blow elsewhere. It will abandon its strategic mobility only as a last resort. If this be the likely character of our future operations, we shall need all our radio nets and shall be able to operate them simultansously. Incidentally, it would be quite impracticable to maintain wire communications for operations of this character."

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THREE NEW STATIONS AUTHORIZED BY FCC

Three new broadcasting stations were authorized this week by the Federal Communications Commission. They are:

Gulf Coast Broadcasting Corp., Corpus Christi, Tex., on 1330 kc., with 250 watts nighttime and 500 watts daytime, unlimited hours; C. A. Rowley, Ashtabula, Ohio, 940 kc., 250 watts, daytime; Southwest Broadcasting Corp., La Junta, Colo., 1370 kc., 100 watts, unlimited time.

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MRS. JANET VAN LOON JOINS U.S. RADIO SCRIPT STAFF

Secretary of the Interior Harold L. Ickes this week announced the appointment of Mrs. Janet van Loon to the script department of the Educational Radio Project of the Office of Education. Mrs. van Loon, the daughter-in-law of Hendrik Willem van Loon, noted writer and commentator for the National Broadcasting Company, will write a series of radio scripts on the functions of municipal government.

The first series will be written about some community, as yet to be announced, near New York City, and will be produced over a local radio station. This series will be written wholly on an experimental basis and will be used as the model for another series of programs to be offered to local broadcasting units all over the country by the Radio Script Exchange of the Office of Education in cooperation with the Public Administration Clearing House of Chicago.

Mrs. van Loon, a resident of Dorset, Vermont, is considered an expert in the script-writing field and is well-known in both stage and radio circles. Recently she wrote and produced a radio series for children over a National Broadcasting Company network.

Mrs. van Loon's appointment augments a staff of established script-writers already employed by the Educational Radio Script Exchange. The Exchange started last Summer when a series of six scripts called, "Interview With the Past" was offered to local radio stations, schools, CCC camps, colleges, civic organizations and other broadcasting units interested in educational broadcasting. The success of the Exchange was instantaneous. More than 400 groups asked for the series.

The Office of Education decided to enlarge the Exchange, so 53 other scrips, which have been listed in a catalogue, have been made available to more than 5,000 educational and broadcasting organizations throughout the United States and Canada.

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GEN. HARBORD IS N.Y. RED CROSS FLOOD DIRECTOR

Gen. J. G. Harbord, Chairman of the Board, Radio Corporation of America, is in charge of the raising of New York City's $1,500,000 flood relief quota for the American Red Cross.

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20 STATIONS EXPERIMENT WITH TELEVISION IN U. S.

Although television is still on an experimental basis in the United States, twenty stations are licensed by the Federal Communications Commission, an up-to-date list issued this week discloses.

The National Broadcasting Company and the Radio Corporation of America hold a half-dozen of these licenses, three each, and four of them are in the hands of educational institutions.

The complete list follows:

2000 - 2100 kilocycles for rural service

W9XAK	Kansas State College of Agriculture & Applied Science	Manhattan, Kans.
W9XG	Purdue University	West Lafayette, Indiana
W9XK	University of Iowa	Iowa City, Ia.

42000 - 56000, 60000 - 86000 kilocycles

W2XAX	Columbia Broadcasting System, Inc.	New York, N. Y.
W6XAO	Don Lee Broadcasting System	Los Angeles, Cal.
W3XPF	Farnsworth Television, Inc. (Construction Permit)	Philadelphia, Pa.
W9XAL	First National Television, Inc.	Kansas City, Mo.
W1XG	General Television Corp.	Boston, Mass.
W9XD	The Journal Company	Milwaukee, Wis.
W2XBS	National Broadcasting Co., Inc.	New York, N. Y.
W2XBT	" " "	Portable
W2XF	" " "	New York, N. Y.
W3XE	Philco Radio & Television Corp.	Philadelphia, Pa.
W2XDR	Radio Pictures, Inc.	Long Island City
W3XAD*	RCA Manufacturing Co., Inc.	Portable
W3XEP	RCA " "	Camden, N. J.
W1OXX	RCA " "	Portable

(See also at foot of page)

* Licensed to operate on 124000-130000 kc. only

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Add to 42000-56000, 60000-86000 kc.

W8XAN	Sparks-Withington Co.	Jackson, Mich.
W9XUI	University of Iowa	Iowa City, Ia.
W9XAT	Dr. George W. Young	Portable

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"RCA REVIEW" COVERS VARIED PHASES OF RADIO PROGRESS

Articles of interest to the layman, as well as the technician, appear in the January issue of "RCA Review", a quarterly journal of radio progress, just off the RCA Institutes Technical Press.

David Sarnoff, President of the Radio Corporation of America, writes an informative history of "Three Decades of Radio", while two engineers, George McElrath and G. O. Milne, describe what went on "behind the scenes" at two NBC broadcasts during the NBC Tenth Anniversary celebration in November.

Mr. technical articles on television, automatic alarms, reproducing equipment for motion picture theatres, and ultra-high frequency propagation are included for the more advanced readers.

Charles J. Pannill, President of RCA Institutes, Inc., is Chairman of the Board of Editors, which includes, among others, the following:

Dr. Alfred N. Goldsmith, RCA consulting engineer; O. B. Hanson, NBC Chief Engineer; Charles W. Horn, Director of Research for NBC; Dr. Charles B. Jolliffe, RCA engineer and former FCC Chief Engineer; and Frank E. Mullen, Manager of the Department of Information, RCA.

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FCC GENERAL COUNSEL LAUDS WORKS OF STATIONS IN FLOOD

Hampson Gary, General Counsel of the Federal Communications Commission, this week highly praised the "valiant and effective services" that are being rendered by broadcasters in the flood areas in a luncheon address in Washington.

He said that hundreds of the 45,000 amateur radio operators licensed by the Commission are volunteering their services day and night for relief work.

In discussing the rules of procedure for the guidance of lawyers practicing before the Commission, Mr. Gary said the agency is aware of the inadequacy of its present rules, but is "earnestly desirous to render maximum usefulness." As science keeps forging ahead, he said, lawyers should keep pace by providing "safeguards for the common good."

Because the radio, the telephone and the telegraph have made all nations close neighbors, he predicted that the communications industry would "become more and more a mighty force in preserving the peace of the world."

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APPROVAL OF WJR-WGAR DEAL RECOMMENDED BY EXAMINER

The transfer of all of the outstanding stock of WGAR Broadcasting Co., Cleveland, O., to WJR, the Goodwill Station, of Detroit, was approved this week by Examiner Ralph L. Walker and recommended to the Federal Communications Commission for confirmation.

Last September WJR submitted to each of the stockholders of WGAR an offer to exchange shares of stock of the former for shares of stock in the latter on the basis of 20 shares of WJR for one WGAR share.

"It appears from the record", Examiner Walker stated, "that the pending application may be granted within the purview of Section 310 of the Communications Act of 1934; that the group of stockholders who now control the WGAR Broadcasting Co. also control the proposed transferee, WJR, the Goodwill Station; and that public interest will be served by consenting to the proposed transfer of control in that the services of the engineering, program, and other departments of WJR, the larger station, will be more readily available to WGAR."

Mr. Walker's report stated that figures submitted showed the book value of WGAR stock to be $168.99 per share and that of WJR stock $6.95. It pointed out, however, that last September WJR increased its capital stock from $150,000 to $1,000,000 and declared a stock dividend of 1200 per cent, thus increasing the number of shares from 10,000 to 130,000.

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TWO UNIVERSITY STATIONS PROPOSED IN CALIFORNIA BILL

A bill proposing the construction of two broadcasting stations by the University of California has been introduced in the State Legislature.

The measure calls for an appropriation of $50,000 to erect two 50,000 watt transmitters, one at Berkeley and the other at Los Angeles, on the campuses of the two branches of the University. Concerning the proposed activities of the stations, the bill states:

"The operation of said stations shall be under the supervision and control of the extension division of the University. The division shall prepare and broadcast a curriculum of education beneficial to those citizens who are unable to partake of the benefits afforded by actual attendance at a university. The division shall arrange to broadcast, directly or by remote control from various cities of the State, public debates and discussions on matters of vital interest to the people of the State of California. They may also arrange for the broadcast of such other matters and programs as they shall deem to be of educational or cultural value."

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BLACKETT-SAMPLE-HUMMERT, INC., LEADS AGENCY SPENDERS

Blackett-Sample-Hummert, Inc., last year again led the agency field as the largest buyer of radio time and replaced J. Walter Thompson as the leader in handling business for both the National Broadcasting Company and the Columbia Broadcasting System, according to figures disclosed this week in New York.

The total time sales handled by Blackett-Sample-Hummert in 1936 amounted to $8,022,429, of which $4,048,579 went to NBC, $1,963,086 to CBS, $200,683 to Mutual, and $1,810,081 for national spot advertising.

Lord & Thomas stepped into second place as the largest buyer of time on the two major networks with J. Walter Thompson third. Batten, Barton, Durstine & Osborn led the list of agencies serving CBS.

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BBC TELEVISION RECEIVED 60 MILES AWAY

"The invitation of the BBC to viewers to cooperate in the development of television has met with a cordial response", the British Broadcasting Corporation reports. "Many valuable suggestions have been made. A Brighton viewer states that he receives the television programs perfectly on his receiver. As Brighton is about sixty miles from Alexandra Palace, this represents a substantial increase in the area of reception which has hitherto been considered to be about twenty-five miles."

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AMATEURS RESTRICTED DURING FLOOD EMERGENCY

Because the Federal Communications Commission has been advised that the only contact with many flooded areas is by amateur radio, and since it is of vital importance that communications with flooded areas be handled expeditiously, it has issued the following order to all amateur licensees:

"It is ordered that no transmissions except those relating to relief work or other emergencies be made within any of the authorized amateur bands below 4000 kilocycles until the Commission determines that the present emergency no longer exists."

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EDITORIAL PRAISES ROLE OF RADIO IN FLOOD

"The practical utility of wireless communication has been demonstrated many times and in many different ways, but never more notably than this week when the stricken Ohio Valley dramatized its plight to the world over the ether", the Evening Star, Washington, D. C., said this week in an editorial. "Probably millions 'listened in' while towns in the flooded areas told the story of their experience with mid-Winter disaster. The tale was harrowing, yet fascinating. It brought the tragedy of thousands of families into the homes of their neighbors everywhere.

"But the broadcasts from Louisville, Cincinnati, Memphis, etc. were not mere news programs. Instead they were exchanges of information, advice and help. They were put on the air for the service of the populations of the inundated territories and with little regard for the entertainment value they might have for bystanders in parts of the country not affected directly. Perhaps it is not too much to say that the victims of the flood were organized for mutual aid by the radio networks. The morale of the people certainly was strengthened by the messages dispatched to them through the air. Coincidentally, the Nation at large was educated in the meaning of their predicament.

Of course, the appeal of the Red Cross for funds to meet the demands of the emergency was repeated again and again. It was natural that it should be so, but it likewise was inspiring. Many Americans must have rejoiced in the knowledge that an efficient agency is available to grapple with the problem instantly. To render the labors of its representatives easy must be the duty now of all who are not dead to pity for their afflicted countrymen. Money is a small thing to give, comparatively, but it is wanted in quantities and 'The Star' counts it a privilege to endorse the pleas for coluntary contributions. For once nothing requires to be added to the petition for assistance. Radio at its best has done the work with credit to itself and its patrons throughout the land."

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WASHINGTON DEALER BARRED FROM USING "RCA"

Sun Radio Service & Supply Corporation, 936 F Street, N.W., Washington, D. C., has been ordered by the Federal Trade Commission to discontinue representing through use of the letters "RCA", or by any other means, that the radio receiving sets and radio tubes and supplies it sells are manufactured by the Radio Corporation of America or any of its subsidiaries.

The order to cease and desist also prohibits the respondent corporation from advertising that its radio tubes are "new metal tubes", unless they are the products known to the trade and purchasing public as metal tubes in which the technical elements are sealed in a vacuum in steel.

Findings are that the Radio Corporation of America has built up and enjoys a valuable goodwill in the letters "RCA" as applied to its products, and that the respondent corporation's practices constitute unfair competition in violation of Section 5 of the Federal Trade Commission Act.

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SAYS TELEVISION HASN'T IMPROVED BENCHLEY HUMOR - YET

A writer in Esquire thus records his impressions of the RCA television demonstration for the press:

"We were in on the birth of television, or one of its labor pains. The little fellow only weighs about 3½ pounds and will doubtless have to be put in an incubator. Like all such infants, he wasn't much to look at and you couldn't tell whether he will take after his papa or mama. We sat in the R.C.A. building watching an 8 x 14 inch picture, which was being enacted a few floors below us, sent down to the Empire State Building and then broadcast on short waves.

"It was all very marvelous, when you thought about it, but so is the telephone and electric light. The point is, the best entertainment afforded was Bob Benchley in a variation of a speech he has been making for twenty years. Moral - science can't produce humor or improve on Benchley. Time will help."

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A new 100-watt broadcasting station for Greenville, Texas, was recommended to the Federal Communications this week by Examiner George H. Hill. The Examiner advised that the application of the Hunt Broadcasting Association for a permit to operate on 1200 kc., daytime, be granted.

Denial of an application for a new station at Albany, Ga., and renewal of the license of WGPC, Albany, were recommended to the FCC this week by Examiner Melvin H. Dalberg.

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WBZ, BOSTON, APPLIES FOR 500 KW

Application for an increase in power from 50,000 to 500,000 watts for WBZ, Boston, pioneer radio station of New England, has been filed by the owner, Westinghouse Electric Company, with the Federal Communications Commission. WBZ is the Boston outlet of the NBC-Blue Network.

In addition to the application for increased power, WBZ's plans include the removal of the transmitting station at Millis, Mass., to Provincetown, Mass., on the eastern tip of Cape Cod, and the erection of a new directive antenna. The new antenna will center the full force of the power behind the wave on the New England States.

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KRGV PAYS DIVIDEND OF $7.50 A SHARE

Evidence of better times and good management in successfully bringing it through the depression period, is that Station KRGV, at Weslaco, Texas, has just paid an annual dividend of $7.50 a share. M. S. Niles is President of KRGV, which serves the Rio Grande Valley.

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TWO INDIANA STATIONS TO JOIN NBC

Two more stations, WGBF, at Evansville, Ind., and WBOW at Terre Haute, Ind., will become affiliated with the National Broadcasting Company as optional outlets on either the NBC-Red or the NBC-Blue Network on Monday, February 1st. Their addition brings the total number of stations under contract with NBC to 116.

Established in 1923, WGBF is owned by Evansville on the Air, Inc., and is managed by Clarence Leich. The station operates on a frequency of 630 kilocycles with a power of 500 watts.

WBOw at Terre Haute operates on a frequency of 1310 kilocycles with a power of 250 watts in the day and 100 watts at night. It was established in 1926 and is owned by Banks of Wabash, Inc. William Behrman is the manager.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF FEBRUARY 2, 1937.

No. 1001

February 2, 1937.

WIGGLESWORTH ASSAILS FCC AND "RADIO MONOPOLY" IN HOUSE

Citing testimony by members of the Federal Communications Commission before the House Sub-Committee on Independent Offices Appropriations, Representative Wigglesworth (R.), of Massachusetts, on Monday demanded a "thorough investigation" of radio and its administration on the floor of the House.

Representative Wigglesworth, who is a member of the Sub-Committee, made a similar demand last year. His cry of "monopoly" comes this session on the heels of a resolution calling for an inquiry by Representative Connery (D.), of Massachusetts.

The Republican charged that "testimony given to your Committee by the Communications Commission indicates that today we are in sight of a virtual monopoly of the air by the big broadcasting companies of this country, with all the possibilities, for capitalizing that monopoly into earnings and profits to the detriment of the American people with which we are all familiar in other fields.

"I further submit that the record clearly indicates, in the absence of further explanation, that the Federal Communications Commission has failed to exercise the regulatory functions contemplated in this connection by the Federal Communications Act", he said.

"Under the Communications Act, Congress undertook specifically to provide against the evils of monopoly by requiring that station licenses should not be issued for periods in excess of three years. As a matter of policy the maximum period is limited to six months. At the end of six months every licensee is required to make application for renewal. Renewal is authorized by law only if proved to be in the public interest.

"I call your attention especially to Section 301 and 310B of the Act. Under Section 301 the Act specifically sets forth its purpose, and, among other things I quote 'to maintain the control of the United States over all channels of interstate and for radio transmission and to provide for the use of such channels, but <u>not the ownership thereof</u>, by persons for <u>limited periods of time under licenses granted</u> by Federal authority.'

"Under Section 310b, it is provided and I quote that 'the station licenses acquire the frequencies used by the licensee and the rights therein granted shall not be transferred, assigned or in any manner, voluntarily disposed of - unless the

Commission shall after securing full information decide; that said transfer is in the public interest and shall give its consent in writing.

"It is perfectly clear that it was intended to eliminate the evils of monopoly as well as those inherent in trafficking in Federal licenses. Nevertheless, the record indicates that under the policies pursued by the Communications Commission virtual monopoly is at hand, the renewal of licenses has become largely perfunctory and the transfer of licenses has been approved upon terms which, in the absence of further explanation, appear to be without justification.

"The three big broadcasting companies, National, Columbia and Mutual have acquired so many broadcasting stations and licenses that today it appears that to all intents and purposes they control all of the 40 clear channel frequencies as well as other highly desirable frequencies and stations. How nearly complete the control - monopoly - must be is suggested by a recent statement by a former member of the Federal Radio Commission to the efect that the 'Big 3' use in their stations 97% of all the full time broadcasting power authorized by the Communications Commission. I understand, moreover, that no independent full time station is licensed to operate at night with a power of more than 1000 watts, in contrast to the 165 or more stations controlled or operated by the 'Big 3' many of which stations are said to have power of fifty thousand watts, and, one of them having 500,000 watts.

"The record indicates that the renewal of licenses have become largely a formality. The record also indicates that the Commission has approved the transfer of licenses on terms which appear to be contrary to public interest and to the intent of the law.

"Let me call your particular attention to tables furnished by the Communications Commission purporting to show a record of all transfers and leases of licenses approved by the Commission since its organization. Instance, after instance appears where the Commission has given its approval to transfer of a licensed broadcasting station for a consideration far in excess of the replacement cost of the station transferred. Other instances will be found where the Commission has approved of a transfer in the form of a lease for periods in excess of the original license.

"The time will not permit detailed analysis. Among other approved sales, you will find the following, the replacement value of the station transferred being given in the first column, the consideration paid for station in the second column:

Replacement Value	Consideration Value
$ 217,000.00	$1,250,000.00
13,500.00	28,500.00
14,000.00	65,000.00
65,000.00	110,000.00
14,000.00	50,000.00
75,000.00	170,000.00
20,000.00	80,000.00
29,000.00	60,000.00
17,000.00	105,000.00
29,000.00	91,000.00
58,000.00	104,000.00
85,000.00	239,000.00
8,000.00	27,000.00

"You will also find among the leases referred to a lease of a station with replacement value of less than $500,000 leased for an annual rental of $219,000 for a period of eight years. Also, a lease for a period of ten years with an option of renewal for another ten years, and, in still another instance a lease of a station apparently for a period of 99 years. I am advised that the lessor in a number of instances obtains under the terms of the lease not only a fixed rental but, in addition a substantial percentage of profits realized by any increase in rates of the station leased.

"If the Federal Communications Commission can justify these transactions, I hope it will do so. I know, Mr. Chairman, it is unnecessary to emphasize the dangers inherent in trafficking in Federal licenses. The practice opens the door to all the scandals of the past in other fields, scandals which the Communications Act was intended to eliminate. In the absence of further explanation it is difficult to believe that transfers approved by the Commission have been in the public interest and within the terms of the Communications Act.

"Here is an industry whose very existence depends upon the grant of a Government franchise for which it pays nothing. Here are conditions imposed by Congress upon the granting of franchises with a view to eliminating the evils of monopoly and the trafficking in licenses, yet, because of the policy pursued by the Broadcast Division of the Communications Commission, we find, upon the record the existence of a virtual monopoly and what seems to beunjustified trafficking in licenses to the detriment of the American people.

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Denial of the application of WCAP, Asbury Park, N. J., for an increase in power from 500 watts to 1 KW on 1280 kc. was recommended to the Federal Communications Commission this week by Examiner Robert L. Irwin.

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EXCISE TAXES TOP $6,500,000 ON RADIOS, PHONOGRAPHS

Total Treasury collections for 1936 of the Federal 5 percent excise tax on radio and phonograph apparatus reached the unprecedented figure of $6,514,898.45, an increase of 46.9 percent over collections of 1935, and, of course, without inclusion of substantial 2 percent automotive-radio taxes, Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, declared this week.

The official report of the December 1936 radio tax collections, showed a total of $906,358.41, an increase of 24.2 percent over radio taxes of $730,002.69 in December, 1935. The December taxes on mechanical refrigerators totaled $319,439.34 against $176,984.52 in December, 1935.

Since the excise tax law became operative June 20, 1932, the industry has paid total radio taxes of $18,253,299.61, exclusive of additional automotive taxes.

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TELEVISION RESEARCH PLANNED BY JAPAN BROADCASTING COMPANY

Television is a subject of considerable discussion in Japan at the present time, according to a report to the Department of Commerce from Assistant Trade Commissioner C. H. Boehringer, Tokyo.

The Japan Broadcasting Corporation is constructing a laboratory for television research near Tokyo which will be completed next March. It is reported that the Corporation has allotted 500,000 yen ($1,500,000) for such activities during the current year.

According to local reports, Professor Takayanagi, premier researcher in Japan, has been successful in 90 percent of his experiments with a daylight television-receiver to replace the present fluorescent-light type now in use and that he expects to complete his development by March.

The Japan Broadcasting Corporation is planning to initiate a campaign to arouse public interest in television throughout the country. When the Olympic Games are held in Tokyo in 1940, the Corporation expects to be in a position to transmit television pictures to points within a radius of 12 miles from the capital, according to the report.

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30 FREQUENCIES NOW ASSIGNED IN INTERNATIONAL BAND

Thirty frequencies are now allocated in the international broadcast band of the United States, according to a tabulation released this week by the Federal Communications Commission. There are less than half that many stations, however, as some of the outlets have two or more waves.

Columbia Broadcasting System holds five of the frequencies, and all are used by W2XE, Wayne, N. J., while the National Broadcasting Company has four and two stations, W3XAL, Bound Brook, N. J., and W9XF, Downer's Grove, Ill.

The complete list by frequencies follows:

Frequency	Call Letters	Licensee	Location
6040	W1XAL	World Wide Broadcasting Corp.	Boston, Mass.
6040	W4XB	Isle of Dreams Bdcstg. Corp.	Miami Beach, Fla.
6060	W3XAU	WCAU Broadcasting Co.	Newtown Square, Pa.
6060	W8XAL	The Crosley Radio Corp.	Mason, Ohio
6080	#9XAA	Chicago Fed. of Labor	Chicago, Ill.
6100	W3XAL	National Bdcsting Co.	Bound Brok, N.J.
6100	W9XF	"	Downer's Grove, Ill.
6120	W2XE	Columbia Broadcasting System, Inc.	Wayne, N.J.
6140	W8XK	Westinghouse Elec. & Mfg. Co.	Nr. Saxonburg, Pa.
9530	W2XAF	General Electric Co.	Schenectady, N.Y.
9570	W8XK	Westinghouse Elec. & Mfg. Co.	Nr. Saxonburg, Pa.
9570	W1XK	"	Millis, Mass.
9590	W8XAL	Crosley Radio Corp.	Mason, Ohio
9590	W3XAU	WCAU Broadcasting Co.	Newtown Square, Pa.
11790	W1XAL	World Wide Bdcstg. Corp.	Boston, Mass.
11830	W2XE	Columbia Broadcasting System, Inc.	Wayne, N. J.
11830	W9XAA	Chicago Fed. of Labor	Chicago, Ill.
11870	W8XK	Westinghouse Elec. & Mfg. Co.	Nr. Saxonburg, Pa.
15210	W8XK	"	"
15250	W1XAL	World Wide Bdcstg. Corp.	Boston, Mass.
15270	W2XE	Columbia Broadcasting System, Inc.	Wayne, N. J.
15330	W2XAD	General Electric Co.	Schenectady, N.Y.
17760	W2XE	Columbia Broadcasting System, Inc.	Wayne, N. J.
17780	W8XK	Westinghouse Elec. & Mfg. Co.	Nr. Saxonburg, Pa.

Frequency	Call Letters	Licensee	Location
17780	W3XAL	National Broadcasting Co.	Bound Brook, N.J.
17780	W9XAA	Chicago Fed. of Labor	Chicago, Ill.
17780	W9XF	National Broadcasting Co.	Downer's Grove, Ill
21460	W1XAL	World Wide Bdcstg. Corp.	Boston, Mass.
21520	W2XE	Columbia Broadcasting System, Inc.	Wayne, N.J.
21540	W8XK	Westinghouse Elec. & Mfg. Co.	Near Saxonburg, Pa.

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HOUSE BILL SEEKS TO BAR PRESS OWNERSHIP OF STATIONS

While Senator Wheeler (D.), of Montana, was awaiting a reply to his questionnaire to the Federal Communications Commission regarding newspaper control of radio stations, Representative Wearin (D.), of Oklahoma, introduced a bill in the House to prohibit newspaper ownership or operation of broadcasting stations.

The measure would amend the Communications Act by adding a new provision "to prohibit unified and monopolistic control of broadcasting facilities and printed publications". The section would declare it to be "against the public interest to permit the creation or the continuance of monopoly in the distribution of general information, news and editorial comment thereon, through any combination resulting in unified control of newspapers, magazines or other printed publication, with radio broadcasting."

All inclusive in content, the bill states that after its effective date, it would be unlawful for any licensee to any extent, directly or indirectly, in its own person or through an agent, holding corporation, affiliated corporation, subsidiary corporation, by stock ownership in a corporation, or otherwise, to be owned, partially owned, managed or controlled by any person who owns, partially owns, manages, controls, directs or publishes any newspaper, magazine or other printed publication circulated or distributed to any extent "within the area or zone served by the broadcasting station allotted to such licensee."

It would be unlawful for a similarly described individual or corporation to own or partially own any newspaper or magazine, provided that the prohibition would not apply or be enforced against any licensee until the termination of the existing license "but shall apply and be enforced against such present licensee immediately upon termination and without any extension of the existing term of such licensee."

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SCRIPPS-HOWARD RADIO EXPANSION UNDER AYLESWORTH SEEN

The Scripps-Howard newspaper syndicate is expected to expand greatly its radio activities when Merlin H. Aylesworth, former President of the National Broadcasting System, joins its management staff on March 1st.

Announcement that Mr. Aylesworth will leave his post as head of Radio-Keith-Orpheum and join the newspaper enterprise was made on Monday by Scripps-Howard officials in San Diego, California. No mention was made of what Mr. Aylesworth's duties will be, but broadcasters predicted that they will be concerned with radio primarily.

Scripps-Howard has organized the Continental Radio Company, which owns and operates four stations already and is seeking more before the Federal Communications Commission. One of the applications is for a broadcasting outlet in Washington.

Because of Mr. Aylesworth's background in the broadcasting field and his contacts, both with Federal administrative officials and advertising sponsors, he is looked upon in the industry as an ideal man to develop the Scripps-Howard radio subsidiary.

Scripps-Howard, which has fought William Randolph Hearst in the newspaper field for some years, is also trying to keep pace with Hearst Radio, Inc., in broadcasting.

An announcement of Mr. Aylesworth's affiliation with the Scripps-Howard newspapers said:

"Mr. Aylesworth achieved an enviable reputation as Chairman of the Public Service Commission in his native State of Colorado before being affiliated with the National Electric interests where he attracted the attention of Owen D. Young, who was largely responsible for his being called upon to organize and establish the National Broadcasting Company."

The announcement added that he was instrumental in the negotiations with Atlas Corporation which resulted in its purchase of one-half of the Radio Corporation's holding in Radio-Keith-Orpheum Corporation and its option in the remaining half.

During the period of Mr. Aylesworth's connection with RKO, it was declared, the company has passed from heavy operating losses to substantial operating profits, as reflected by the figures for 1936.

David Sarnoff, President of the Radio Corporation of America, commented on Mr. Aylesworth's resignation from RKO as follows:

"Mr. Aylesworth had advised me some time ago of his wish to be relieved of his duties with RKO when a plan for reorganization of that company had been developed and submitted. That step having been taken, Mr. Aylesworth informed me of the invitation extended to him by the Scripps-Howard newspapers to join their organization.

"During the past ten years Mr. Aylesworth has made significant contributions to the field of radio broadcasting, which he ably served during its pioneering period. He has also served the motion pictures and theatre field with distinction.

"I congratulate Mr. Aylesworth on his new association and congratulate the Scripps-Howard organization on their selection of a man who brings to his new position great experience and untiring energy."

The Scripps-Howard newspapers own four broadcasting stations - WCPO, Cincinnati Post; WMC-WNBR, Memphis Commercial Appeal; WNOX, Knoxville News-Sentinel.

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FOREIGN HOLDINGS OF BRAZILIAN RADIO STATIONS BARRED

Foreign interests are prohibited from owning or operating radio broadcasting stations in Brazil in regulations just submitted for approval to the Minister of Transportation and Public Works by the Federal Technical Radio Commission, according to a report to the Commerce Department from Trade Commissioner J. Winsor Ives, Rio de Janeiro.

Other provisions, it is pointed out, limit further the proportion of time which can be devoted to advertising and commercial announcements, and heavy penalties are to be imposed on stations found guilty of deviating from the frequency channels allotted to them.

The Federal Technical Radio Commission, the report shows, is composed of representatives from the Ministry of Transportation and Public Works and the Army and Navy. The complete text of the proposed regulations has not yet been made public.

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An application for authority to transfer KALB, Alexandria, La., from 1420 kc. to 1210 kc., and increase hours of operation from daytime to unlimited was approved, conditional upon compliance with Rule 131, in a report filed with the Federal Communications Commission this week by Examiner John P. Bramhal.

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PRALL LAUDS ROLE OF RADIO IN FLOOD RELIEF

"Radio - both short wave and broadcasting - has done a maganificent job in connection with these disastrous floods", Anning S. Prall, Chairman of the Federal Communications Commission, declared last Sunday in an address over the NBC-Blue Network.

"As Chairman of the Federal Communications Commission, I fully realize that the telephone and the telegraph lines have played their parts in this emergency and have played them well, but I humbly salute radio for its tremendous contribution in this hour of need.

"In some instances telephone and telegraph wires and central offices and exchanges were completely inundated, and other means of communication had to be employed. Much of this communication was by radio, the latest principal arrival to the family of electrical communications.

"To the amateur operator, who, from his homemade set directed relief messages when all other means of communication had failed, to the small and to the powerful broadcasting stations I am happy and grateful to say that radio has met its greatest crises in a truly American way.

"Ordinarily associated with entertainment activities, radio stations in the afflicted areas have taken off their uniforms, put on their overalls, and gone to work in earnest, reporting conditions, warning residents of impending danger, collecting funds, and serving as a clearing house for the efforts of relief agencies.

"The physical damage in this wave of floods probably exceeds that of any previous one in recent years, and the death toll, large as it is, would undoubtedly have been much higher except for the efficient work of the station broadcasters and the amateur operators who dropped all other forms of radio activities to concentrate on relief and rescue problems.

"The complete story of radio's contribution to flood relief as yet cannot be recorded; but sufficient reports have been received to indicate that in the saving of lives, the safeguarding of property, and in the raising of funds, radio - and the splendid men and women associated with it - have played a major role.

"I know that the public has already learned of the splendid work which is being performed by the various communication organizations to provide prompt and efficient communications with the flooded districts. The record of the radio amateurs, while their activities are normally inspired without pecuniary interest is rich in contributions to the public

interest. They have greatly aided in the present emergency by providing communication with isolated points which could not have been reached in any other manner. The Commission is happy to report that we have received from them the very finest cooperation throughout this emergency period. Through the days and nights these men, resisting weariness, stuck to their posts relaying messages to and from the afflicted districts.

"Discarding all other programs, many broadcasting stations were on the air all day and throughout the night warning residents of danger, locating supplies, mobilizing truck drivers, pleading for medical supplies, establishing relief stations, and directing activities of relief workers, under the direction of the police and emergency relief committees."

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RADIO NEWS WRITERS FORM AN ASSOCIATION

Organized for the purpose of improving standards of radio news writing, an Association of Radio News Writers was formed in Chicago recently. At a preliminary meeting, John Van Cronkhite, WBBM and Columbia Broadcasting System, was named temporary Chairman of the group. Organization work will continue under direction of the Executive Committee with the view towards a national meeting of radio news writers next Summer in connection with the annual convention of the National Association of Broadcasters.

Mr. Van Cronkhite said that the new association is "not another newspaper guild, nor is it concerned with salaries of radio news writers". He explained "radio news has no heritage". The group is primarily interested in better news writing in radio and one of its first objectives will be a manual for radio news writers, he said. It is estimated that approximately 300 persons are engaged in radio news writing at the present time.

Members of the Executive Committee include Leland C. Bickford, WNAC, Yankee Network, Boston; K. B. MacClure, WOAR, San Antonio, Tex.; Walter Paschall, WSB, Atlanta; H. L. MacEwen, WLW, Cincinnati; and T. C. Christie, Universal Service, New York, Secretary; W. J. Heggen, United Press, Treasurer.

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Examiner George H. Hill this week recommended to the Federal Communications Commission that the applications of the United States Broadcasting Company to erect new stations in Toledo and Columbus, O., on 1200 and 1310 kc., respectively, be dismissed with prejudice.

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PRESS ASSOCIATION PRAISES WORK OF RADIO STATION

The Associated Press, which not so long ago was at sword's point with the broadcasting industry, has joined in the acclaim of radio's role in the Ohio Valley flood.

Following, in part, is a story sent out from Louisville by the SP:

"The first week SOS call from Jack Binns on the sinking liner 'Republic' in 1909 has another historic radio achievement to stand beside it as a result of the flood here. This is a new record of radio calls for help - 16,500 separate appeals in five days over Station WHAS.

"With lights gone, an emergency engine pumping only one-third of the normal power into the microphone, the station never left the air during the worst five days and nights in the city's history. Without this central clearing house for bringing aid to those trapped by rising waters, Louisville probably would number its dead today in thousands, instead of hundreds."

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PHILCO ENGINEER OUTLINES PLANS FOR 1937

Reporting on television progress at a recent meeting of the Franklin Institute, Philadelphia, Albert F. Murray, television engineer of the Philco Radio and Television Corporation, outlined the development plans for 1937. At the same time he pointed out that "when commercial television eventually reaches the home, it will in no way supplant regular sound broadcasting."

In his forecast for what this year may hold for television, Mr. Murray said that field tests will continue; ultra-high frequency waves will be further explored and their service areas more definitely determined. It is expected that leading experimenters will change their transmitting equipment to conform with the new standard of 441 lines. Experimental receivers will be improved and simplified. Improvements in picture size and brilliancy may be expected, according to Mr. Murray, who said that research will continue in the various laboratories with unabated vigor. He expressed belief that "an entirely new method of flashing pictures into the home might result, but in the meantime, engineers and physicists will plod along on conventional lines."

In his lecture, Mr. Murray said that experimental receivers will be improved, simplified and costs will be somewhat reduced, making the price nearer what the average man can pay when commercial television arrives. Also improvement in picture size and brightness may be expected. Experiments in television relaying will be initiated; that is, images from the athletic field will be relayed to the main broadcasting station for rebroadcast.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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No. 1002

PAN AMERICAN STATION BILL INTRODUCED BY CELLER

Details of the proposal for construction and operation of a government-owned Pan American short-wave broadcasting station were disclosed Wednesday when Representative Celler (D.), of New York, introduced a bill to authorize the Secretary of the Navy to build such a station.

The bill places control of the programs in the hands of the U. S. Commissioner of Education and makes provision for private commercial stations to use the government transmitter on condition that it does not profit thereby and its programs are approved by the Commissioner of Education.

In introducing the bill, Celler labelled as "ridiculous" fears that the station would serve as an entering wedge for government control of all radio stations in the United States.

The main purpose of the Pan American station, he said, would be three-fold:

(1) To create good-will between this and other nations; (2) to eradicate international misunderstandings; and (3) to develop two-way trade between the United States and other nations "by propagandizing for our own products.

The Celler bill authorizes an initial appropriation of $750,000 for construction of the station in the vicinity of Washington and an annual appropriation of $100,000 a year for its operation and maintenance. Commercial advertising is prohibited on the station.

Explaining the bill, Representative Celler said, in part:

"I have offered a bill authorizing the Navy Department to construct and maintain a government radio broadcasting station to be called the Pan American Radio Station, with such power and equipment as will enable such station effectively to transmit programs to all parts of the world, and particularly, to countries of the Western hemisphere, with sufficient signal strength to permit programs to be rebroadcast in all countries of the Pan-American Union.

"The plan and purpose of such legislation has had the approval and encouragement of responsible officials of the Department of State, Department of the Interior, Department of

Agriculture, Federal Communications Commission, National Committee on Education by Radio and the Pan-American Union. Also, such project has already had the approval specifically of President Roosevelt, Secretary of State Hull and Secretary of the Navy Swanson. It grows out of the radio resolution adopted January, 1932, at Montevideo, by the Seventh International Conference of the North, Central and South American countries forming the twenty-one sister Republics of the Pan-American Union.

"Each American nation participating at the Conference agreed to set up short wave broadcasting stations and to broadcast such programs as to cement bonds of friendship and cultural understanding between the peoples of the twenty-one countries of the Pan-American Union.

"The radio spectrum by international comity has been divided into a definite number of bands of frequencies. Within each frequency band, only a certain number of short wave broadcasting stations can function. In all the world, there are no more unassigned or "empty" channels for new short wave broadcasting stations, - except one; that is the channel pre-empted at the Montevideo Conference for exclusive use of Pan-American Republics.

"President Roosevelt, in pursuance of such preemption, and in accord with our sister nations, issued Executive Order No. 6472, dated December 2, 1933, making available for the United States Government, the following frequencies: 6120 kc., 9550 kc., 11730 kc., 15130 kc., and 2150 kc.

"In pursuance of such Executive Order, a station was to be set up in Washington, D. C., under the joint control and auspices of the State Department and Navy Department. The station was never set up. Many obstacles were thrown across the path of this much needed reform, by misguided and selfish persons. It is feared that this would be the entering wedge into governmental control of Radio. That is ridiculous.

"I am a firm believer in private initiative. I do not want to slam the door in the face of the efficiency, enterprise and resourcefulness of private ownership. Our radio system, despite certain besetting evils of commercialism, is yet the greatest in the world, thanks to private control. But one Pan-American short wave station, set up in pursuance of the Treaty, in an unassigned channel, on a non-competitive basis, will not in the slightest militate against private initiative. It will not lead to government monopoly.

"These persons and entities must now cease their opposition, else they will get their fingers burned. Because of the pressure against carrying out the President's Executive Order, I have introduced my bill. However, I specifically provide for cooperation of private stations in the maintenance and operation of the Pan-American broadcasting station.

"The United States Commissioner of Education, with the approval of an advisory council consisting of the Secretary of State, the Director General of the Pan-American Union, the Chairman of the Federal Communications Commission, and such other governmental officials as the President may select, may at certain periods and under well defined conditions, allow said Pan-American station to be used by a private company, provided there will be no profit and no advertising, and the programs are exclusively in the public interest.

"Every nation in the world has a broadcasting station, except the United States. Every nation but our own can defend itself over the air against foreign and unfriendly attacks. For example, the Fascist and Communist Governments are growing bolder every day in their proselyting activities. National boundaries mean nothing. The sovereignty of no nation is respected. Surely some antidote is necessary.

"There are two million short wave receiving sets in this country and the number is mounting daily by leaps and bounds. Such increasing short wave receptivity might well command a Federal station."

Congressman Celler outlined in detail a program policy for the Pan American station covering four services: (1) For Pan American reception; (2) For National and Pan American listeners; (3) For National service; and (4) for education.

The first group would include musical concerts at the Pan American Union and by leading musical organizations of the country, while the National service would cover all public events in which the government participates and, in addition, public addresses by government officials, and discussions of the aims, functions, policies, and activities of the government.

The section of the bill relative to use of the Pan American station by commercial broadcasters reads as follows:

"Sec. 6: The United States Commissioner of Education, with the approval of the advisory council, shall, in his discretion, permit well qualified, privately owned commercial radio companies, actually operating efficient stations, to use, without charge, said Pan-American radio station and its facilities, during such times and period and under such terms and conditions as to said Commissioner with the approval of said council may seem just and proper, having in mind always that the Pan-American radio station is a governmentally controlled facility, provided:

"(1) Such privilege to such private company is exercised without profit to said company;

"(2) The programs contributed by said privately owned company are suitably controlled and censored by said Commissioner of Education;

"(3) Said privilege to such privately owned company may be withdrawn at any time without notice by said Commissioner of Education;

"(4) Such programs shall neither directly, indirectly or remotely, involve the broadcasting of any advertising, and shall be exclusively in the public interest;

"(5) Any use of the facilities of such Pan-American radio station as aforesaid to such privately owned company does not interfere with or militate against the general purposes of this Act."

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BBC DISCARDS BAIRD TELEVISION FOR MARCONI-EMI

American experimenters with television were interested this week to learn that the British Broadcasting Corporation had discarded the Baird television system in favor of that of the Marconi-E.M.I. Both systems have been used experimentally since BBC began transmitting television programs as a public service last Fall. They were operated on alternate weeks. The Marconi-E.M.I. system was chosen by the government's Television Advisory Committee.

John L. Baird, inventor and founder of Baird Television, "had the greatest disappointment of his life" when informed of the decision by the Postmaster General, according to the New York Times.

The standard for television transmission adopted by the BBC is now 405 lines interlaced per picture transmitted at the rate of 50 pictures or "frames" per second. United States experimenters are now testing with 441 lines.

The BBC, when it began operating television transmission from Alexandra Palace, London, made elaborate provision for testing the two systems "under strictly comparable conditions, by installing them side by side" in accordance with the recommendations of the government's Television Committee.

Separate studios, as well as transmitters, were installed in Alexandra Palace. Both systems transmitted on 6.67 meters or 45 megacycles.

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HIGH PRICES OF STATIONS MAY BRING FEDERAL TAX

What may prove the most damaging testimony against the present set-up of broadcasting stations in the United States, in the opinion of even friendly members of Congress, is the disclosure this week of the high prices paid for station franchises in comparison with the estimated cost of physical equipment.

Although it is doubtful that Congress will do anything to stop the sales, many members believe that it will find a way to tax broadcasters so as to tap this lucrative source of revenue. Such a tax might take the form of a license fee scaled according to a station's power and wavelength or it might consist of a levy on profits from station profits.

What many members of Congress are unable to understand is how stations can bring such high prices when the Communications Act clearly profibits trading in Federal franchises.

Judge Eugene O. Sykes, Chairman of the Broadcast Division, told the House sub-committee on Appropriations that applications for license transfers are always examined carefully by the FCC "to see that it does not smack of trafficking in a Federal license.

"We usually take into consideration", he said, "the value of the actual properties, the earnings of the station as shown in the testimony, and the result, we think, at a fair price, generally speaking is based on that combination."

Representative Wigglesworth (R.), of Massachusetts, who did most of the cross-questioning of the FCC officials on station trading, suggested that the government might levy a tax of 10 per cent on the gross earnings of every broadcasting station. He also asked Judge Sykes why the Commission had made no recommendations with regard to license fees, a subject discussed at the hearings the year previous. Judge Sykes replied that the matter is still under consideration.

Inserted in the record of the hearings were hitherto undisclosed details regarding 135 stations which have been sold at prices ranging from $1 to $1,250,000 in the last 30 months. The tables disclosed the original costs of fixed assets, estimated replacement costs, total claimed value of physical assets, station earnings, and the price paid.

Some of these figures, Congressman Wigglesworth pointed out, showed that broadcasting stations had been sold for twice the value of physical assets.

The $1,250,000 paid by the Columbia Broadcasting System for KNX, Los Angeles, is still the highest sale price paid for a station, the record shows, while 30 transactions involved more than $50,000.

The tables showed that William Randolph Hearst paid $446,000 for the four stations bought from the Southwest Broadcasting Co. recently - KTSA, KOMA, WACO and KNOW - although the replacement value was only $127,800. They disclosed that CBS is paying an annual rental of $219,000 for lease of WEEI, Boston, although the station is valued at only $497,907.

WBAL, Baltimore, drew the second highest sale price of $452,500 when it was transferred from the Consolidated Gas, Electric Light & Power Co. to the American Radio News Corporation. Westinghouse paid the third highest price of $290,000 for WOWO, Fort Wayne, Ind.

Following is the list of other stations which sold for more than $50,000:

WIOD, Miami, $250,000; WFIL, Philadelphia, $60,094; WHIO, Erie, Pa., $85,000; WLAC, Nashville, Tenn., $75,000; WSMK, Dayton, O., $52,396; KLZ,,Denver, Colo., $104,000; WHOM, Jersey City, N. J., $92,750; WNBR, Memphis, Tenn., $50,000; WOV, New York, $239,005; KFVD, Los Angeles, $65,000; KMMJ, Clay Center, Neb., $60,000; KOIL, Council Bluffs, Ia., $110,000; KOMA, Oklahoma City, $171,000; KOY, Phenix, Ariz., $50,000; KTAT, Fort Worth, Tex., $170,000; KTSA, San Antonio, Tex., $180,000; KVOR, Colorado Springs, $80,000; WACO, Waco, Tex., $50,000; WCHS, Charleston, W. Va., $200,000; WCOP, Boston, $57,000; WCPO, Cincinnati, $53,500; WEBR, Buffalo, $120,000; WELI, West Haven, Conn., $57,000; WNBC, New Britain, Conn., $51,000; WNOX, Knoxville, Tenn., $77,500.

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SHORT WAVE RADIO RESEARCH PLANNED IN JAPAN

A comprehensive study of short waves less than 10 meters in length is planned by the Department of Communications of the Japanese Government, a report to the Commerce Department from its Tokyo office states. Within a few months, it is pointed out, the Department will begin the construction of a research laboratory near Tokyo for this purpose.

THe Hokkaido Imperial University Agricultural Department, it is pointed out, announced recently that waves of between 10 centimeters and five meters have proved of benefit in the raising of vegetables. It is also reported that short wave radio waves are effective in medical treatment as well as in communications and industry.

An appropriation of $60,000 per year for five years has been allotted for the short-wave experimental work.

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AVIATION OFFICIALS HIT RADIO SETS, BAND CONGESTION

Determined to remove every possible hazard from air travel, more than 200 aviation officials this week, meeting in Washington with Government officials, opened fire on inefficient and obsolete radio equipment still in use.

"We all know that faults in existing radio equipment have contributed to several airline accidents", Eugene Vidal, Director of the Bureau of Air Commerce, declared as the three-day national aviation safety conference got under way at the Department of Commerce.

After it was revealed that some airlines have not installed the latest type radio equipment on which the lives of their passengers might depend in an emergency, Vidal warned that all domestic airlines soon will be compelled to equip their transport planes with new radio equipment designed to overcome snow and rain static.

Marlan Hull, chief pilot of Transcontinental & Western Air, told how a new type shielded loop radio antenna, used on his company's lines eliminates static caused by the bombardment of electrically charged snowflakes and raindrops.

"You probably have guessed that we are on the verge of requiring a loop antenna as good or better than this and possibly a homing antenna on every airline plane", Mr. Vidal interjected.

"We know that rain and snow static has contributed to several of the recent airline accidents and we regard the problem as very serious."

Snow static, it was explained, often cuts off pilots lost in a snow-storm from radio communication with the ground.

The aviation officials complained bitterly over the congestion in the 200-400 kilocycle range bands in which they are compelled to broadcast and receive all instructions.

E. K. Jett, Assistant Chief of theEngineering Department, Federal Communications Commission, said it is realized that interference on the present 278-wave band could have proven disastrous in many instances. He asked the industry to advise the Commission what frequencies and how many it believes essential to safety.

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STEWART RAPS WOL GRANTS, ASKS FOR A REHEARING

Criticizing the grant of a regional channel and an increase in power to Station WOL, Washington, Commissioner Irvin Stewart this week filed a dissenting opinion and demanded that the request of the Continental Radio Company, a Scripps-Howard subsidiary, be not granted.

Commissioner Stewart predicted that interference from other stations on 1230 kc. will disturb WOL at nights and cause listeners to become dissatisfied. WOL was permitted to transfer from 1310 kc. to 1230 and increase its power from 100 watts to 1 KW.

"Regional frequencies should not be assigned to stations which can not render a regional service", Commissioner Stewart said. "A station operating on a regional assignment with one kilowatt power should give the service properly to be expected of a regional station, not a local service masquerading as a regional service in order to persuade advertisers who may consider power as the only factor which determines coverage. If the area expected to be served by regional stations is to be modified so as to permit such mongrel stations, I should prefer to see it done by a change in the standards followed by the Commission, not by building up exceptions to present standards. Then at least there would be equality of opportunity among potential applicants for such assignments, instead of an inequality favoring the applicant who might succeed in breaking down existing standards on a particular frequency.

"In granting the application of the American Broadcasting Company, the Broadcast Division has seen fit to reward the present inefficient operation of Station WOL. The record that WOL has been operating as a local station with an antenna having an efficiency materially below the Commission's standards of good engineering practice. It further shows that the service the station has been rendering is unsatisfactory in considerable portions of the metropolitan area. It is silent on what service WOL might render with a decent antenna complying at least with the Commission's minimum standards. With the facilities approved in the present case WOL will probably provide a good local service. I think that such good local service should have been required to be by proper use of the station's local assignment rather than by an inefficient use of a regional assignment.

"In its opinion, the Broadcast Division states that 'By the granting of this application there will be made available additional service of a national character and the station will in turn serve to provide a network with many programs originating in the Capital City of the country.' As it is a matter of common knowledge that within recent months chain programs have originated in stratosphere balloons and in submarines, I do not understand why it requires a one kilowatt station to originate chain programs 'in the Capital City of the country.'"

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OFFICE OF EDUCATION OPENS RADIO SCRIPT EXCHANGE

The Office of Education this week announced the establishment of an Educational Radio Script Exchange to furnish local groups radio scripts especially appropriate for educational broadcasting.

A catalogue listing 53 educational scripts now is being mailed to more than 5,000 broadcasting units, including high schools, colleges and universities, broadcasting stations, CCC camps and civic organizations that have shown an interest in educational broadcasting. Additions to the catalogue will be issued from time to time.

A Radio Production Manual and a Glossary of Radio Terms have been prepared to supplement the scripts. The manual includes suggestions for meeting problems encountered in producing radio programs. The Glossary is a workbook of terms peculiar to radio, defining many of these at length and giving comprehensive information about phrases and signals used in the radio studio.

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RADIO BROADCASTS TO EDUCATE EGYPTIAN PEASANTS

Every village in Egypt will be provided with a community radio receiving set by the Government if plans formulated by the Ministry of Education are adopted, according to a report to the Commerce Department from Commercial Attache James T. Scott, Cairo.

The project under consideration is one phase of the Government's educational program for the masses throughout the country. The radio broadcasts will be largely concerned with subjects intimately connected with peasant life, such as advice in regard to health, methods of cultivation and similar topics, the report states.

Plans of the Ministry of Education call for the expenditure of £130,000 ($650,000) over a five-year period. It is expected that a credit of £36,000 ($180,000) will be opened in the next fiscal year budget for carrying out this project, according to the report.

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Erection of a new broadcasting station at Helena, Mont., by the People's Forum of the Air to operate on 1210 kc. with 100 watts power, unlimited time, was authorized this week by the Federal Communications Commission.

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BBC FORMS GROUP LISTENING ORGANIZATION

The British Broadcasting Corporation has decided to create a group-listening organization to undertake and develop the work hitherto carried on by the Corporation's adult education advisory bodies. This new organization will be based on the existing Area Councils for Group Listening, which will be linked by a Central Co-ordinating Committee. To this group-listening organization, the Corporation will make, until June, 1940, an annual grant of money, based on the Corporation's annual expenditure on this listening-in work since it began in 1929.

One effect of the new arrangement will be to link up broadcasting to schools with adult group listening, and it is expected that many pupils who have listened to the broadcasts to schools will later be ready to join adult listening groups. The number of these groups varies with the subjects broadcast.

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PHILIPPINES MOVE TO NATIONALIZE RADIO SYSTEM

An Act authorizing the President of the Philippines to effect urgent reforms and changes in radio broadcasting, to nationalize or acquire the same and to create a radio board, was passed in the recent session of the National Assembly and signed by the President, the Commerce Department reports.

The Act creates a Radio Board, composed of three members to be appointed by the President with the consent of the National Assembly, to study ways and means for the nationalization or acquisition by the Government of radio broadcasting, and to censor all programs, sustaining or sponsored, to be broadcast or re-broadcast by all broadcasting stations.

Pending the appointment of the Radio Board, censorship of programs is in the hands of the Secretary of the Interior Quirino, who may require copies in advance of all speeches to be broadcast. No program may be broadcast in any language other than English, Spanish or any native dialect, excepting by special permission. Radio broadcasting stations are required to submit the names and addresses of persons who are delivering speeches over the radio. The Secretary of the Interior may stop any program during the broadcasting hour if it is immoral, non-educational or non-entertaining, or against the public interest. Any licensee or owner of a broadcasting station who broadcasts any program or parts thereof not duly approved by the Secretary of the Interior shall, upon recommendation of the Secretary, forfeit his license, in addition to such other penalties as may be provided by existing laws.

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MUTUAL HOLDS FIRST SALE MEETING

The first general meeting of members and affiliated stations of the network to discuss sales problems was held in Chicago February 2nd, and twenty-six representatives of stations and chains associated with the network attended.

Before the general sales meeting and discussion was started, President W. E. Macfarlane of the Mutual network gave a brief address of welcome.

"The Mutual Broadcasting System was organized with the purpose of presenting better programs, allowing stations to maintain their independence, and creating a network of stations which would serve the country's listening audience and still allow stations to fulfill obligations to their various local communities", he said. "During the first year of operation, the Mutual Broadcasting System had a gross billing slightly under two millions of dollars, which is quite a record. With our expansion to a coast-to-coast network with the addition of the western stations and the Don Lee Broadcasting System in California on December 29 of last year, the Mutual Broadcasting System is now operating on an equal basis with the other two major broadcasting systems of the country."

The annual meeting of the Board of Directors of Mutual was held in the Tribune Tower offices of the network on February 1st, and all of the officers and Directors were re-elected for the coming year. The officers are: Chairman of the Board, Alfred J. McCosker; President, W. E. Macfarlane; First Vice-President, T. C. Streibert; Treasurer-Executive Secretary, E. M. Antrim, and Auditor, J. A. Cotey.

The Board of Directors is composed of Mr. McCosker, Mr. Macfarlane, Jack I. Straus, Mr. Streibert, Mr. Antrim, E. W. Wood, Jr., and Fred Weber, who also is General Manager of the network.

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DWIGHT G. WALLACE NAMED NBC PERSONNEL MANAGER

The appointment of Dwingt G. Wallace, until recently with the Housing Division of the Public Works Administration at Washington, D. C., as Personnel Manager of the National Broadcasting Company was announced this week. Mr. Wallace succeeds C. W. Fitch, who was recently made Business Manager of the NBC Program Department.

Mr. Wallace, who is in charge of NBC employment and welfare work among NBC employees, has assumed his new duties. He, like Mr. Fitch, was associated with the Century of Progress at Chicago, when Lenox Lohr, now NBC President, was in charge. In June, 1935, Mr. Wallace left Chicago and began his work with the Housing Division of PWA at Washington.

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No. 1003

February 9, 1937.

FCC SENDS TWO AIDES INTO FLOOD AREAS; ENDS 24-HOUR WATCH

The Federal Communications Commission this week sent two Assistant Chief Engineers, A. D. Ring and A. W. Cruse, itno the flooded areas of the Ohio River Valley to ascertain "what lessons have been learned which would be of benefit to the Commission in coordination of effort in the event of a future emergency."

John B. Reynolds, Secretary of the Commission, also disclosed that the Commission is planning to set up a permanent organization "which can go into instant action whenever emergencies arise in any part of the country."

In view of the improvement in conditions with reference to the flooded areas and the need for emergency communication, the special 24-hour watch being maintained at the Federal Communications Commission to handle requests for emergency communications has been discontinued. However, the special communication equipment will be retained for immediate use until after the flood has passed into the Gulf of Mexico.

"While it has been evident that the various communications agencies in the country have functioned admirably under adverse conditions, it is believed that this recent experience may offer some basis for improved coordination of effort in the future, and the Commission feels that it is its duty to cooperate with other government departments as well as private agencies in effecting a comprehensive plan for the future, based upon practical experience", Mr. Reynolds said.

The Commission also cancelled its order of January 26, which directed that no transmissions except those relating to relief work or to other emergencies be made within any of the authorized amateur bands below 4,000 kc.

"The Commission desires to express its appreciation for the splendid cooperation and excellent work of all stations and operators during the emergency", the Secretary stated.

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LOHR SAYS TELEVISION WILL RIVAL ENTERTAINMENT FIELD

Television within the next two or three years will become the greatest competitor of the radio broadcast, the movies, the auto and the theater for America's entertainment, according to Major Lenox R. Lohr, President of the National Broadcasting Company as quoted in a San Francisco interview by Newsdom. The story continued:

"Within this year, Major Lohr said, television would be continuously on the air within the New York radius. The extension to the rest of the nation will be made as rapidly as technical progress permits.

"Television, he admitted, will be expensive, but nevertheless he expressed a conviction that it would be brought within the reach of all families able to maintain autos.

"Present plans, he declared, are for the construction of transmitting centers in cities of 100,000 population or more of which there are about 100 in the United States.

"Major Lohr predicted that this latest form of American entertainment inevitably would cut in on every other form of entertainment from magazine reading, movies, the auto and the theater, but without harming them to any great extent.

"As regards the theater, he expressed the belief that while television will cut down immensely the number of road shows and stock companies, it will not kill the theater entirely as the best productions of New York and other large centers will constitute precisely the kind of entertainment that will be brought within the reach of everyone who can afford a television set.

"Television, he predicted, is destined to have profound social effects on the life of the nation, for it will be used not only for entertainment purposes, but also for conducting the highest educational courses of the leading universities.

"Aside from studio productions, Major Lohr said there will be moveable transmitting sets that can be taken to any great event such as the World's Series, football games of national importance, presidential inaugurations and other national events which will be carried onto the receiving set of every family that possesses one."

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MC DONALD DONATES BOAT RADIO SETS TO LOUISVILLE

While listening to appeals for rescue boats over a Louisville radio station during the height of the flood, Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, Chicago, realized that many of the boats were not equipped with radio receivers to receive the messages.

He consequently called Louisville by long distance telephone and offered to contribute as many boat radio sets operating only on six volt battery as were needed. He also offered to send a crew of installation men.

From subsequent reports the rescue work was materially aided by the equipment.

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NEW 1 KW STATION FOR MASSACHUSETTS RECOMMENDED

Examiner Ralph L. Walker this week recommended to the Federal Communications Commission that the application of Hildreth & Rogers Co., of Lawrence, Mass. for a construction permit to build and operate a broadcasting station on 680 kc. with 1 KW power, daytime, be granted.

At the same time Mr. Walker recomended denial of the application of the Old Colony Broadcasting Corporation, of Brockton, Mass., for a permit to use the same wavelength.

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EXTENT OF PRESS INTEREST IN RADIO SHOWN BY REPORT

The extent to which newspapers have acquired radio stations already in operation in the past two and one-half years is strikingly illustrated in a special report filed by the Federal Communications Commission with the House Appropriations Committee, Editor & Publisher points out.

From July 11, 1934, to December 8, 1936, 21 newspaper interests acquired stations in 54 transactions covering changes of ownership in broadcasting corporations. In other deals, 29 newspapers acquired stations by purchasing all assets of the license holder. These were involved in 116 separate transfers, many of which were intra-family or intra-corporation transfers.

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CROSLEY'S MAIN BUILDING INTACT AFTER THE FLOOD

Contradicting reports that the main plant of the Crosley Radio Corporation in Cincinnati had been destroyed, Bill Bailey, Publicity Director for WLW and WSAI, said that the only damage was cracked windows from the excessive heat during the fire.

"It is necessary to make repairs on the heating plant", he said, "before we can resume operations there. Two of our buildings - a warehouse and the shipping department - were destroyed."

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BBC SOLICITS CRITICISM OF RADIO PLAYS

The British Broadcasting Corporation has long had various means of finding out the views of listeners, especially through its correspondence, but it is anxious to get into more personal touch with listeners, and proposes to make an experiment for this purpose. Some 200 listeners interested in radio drama, and drawn from all sections of the community, have been invited to listen carefully and as often as possible to radio plays for a trial period of four weeks. Every week a simple set of questions will be issued to these listeners and their answers should provide useful information for those engaged in the production of radio drama. If the experiment is a success, it may develop into a regular feature of the Drama Department and may be extended to other departments.

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FOUR FACSIMILE STATIONS CONTROLLED BY NEWS GROUPS

The four licensed facsimile broadcasting stations in the United States are all controlled by newspaper organizations, a tabulation by the Federal Communications Commission shows.

The stations are:

W9XAF, The Journal Company, Milwaukee, Wis., 41000 kilocycles; W9XAG, The Journal Company, Milwaukee, Wis., 1614, 2398, 3492.5, 4797.5, 6425, 8655 kilocycles; W7XBD, Oregonian Publishing Co., Portland, Ore., 1614, 2398, 3492.5 kilocycles; and W2XBH, Radio Pictures, Inc., Long Island City, N. Y., 1614, 2012-2398, 23100-41000, 86000-400000 kilocycles.

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SCOPHONY ENTERS TELEVISION FIELD IN ENGLAND

Although Scophony Television Limited was not entrusted by the Government with the provision of the first television broadcasting station of the British Broadcasting Corporation, the company has continued its researches and is now actually producing receiving sets capable of receiving the broadcasts from the Alexandra Palace, according to Henry E. Stebbins, Assistant U. S. Trade Commissioner at London. The system is different from that used by the Baird Television Company and the E.M.I. Marconi Company in that the principal involved is mechanical rather than based on the cathode ray tube.

"It is the view of the Scophony engineers that if television is to have a permanent value as entertainment, the screen must be enlarged from its present proportions", Mr. Stebbins said. "It is understood that the object is to obtain a screen about the size of the home moving picture and the Scophony engineers believe their system alone is capable of producing this. The company expects before long to hold public demonstrations of its medium screen receivers and by the middle of 1937 to have their cinema apparatus installed for public use.

"The company claims to hold certain basic patents in the optical-mechanical field of television, the number being 130 in this country and abroad not including over 100 applied for and pending.

"The main revenue of the company at this moment is from the sale of television receivers which is not large. The company hopes that before long some revenue can be obtained from the sale of transmitting apparatus not only in this country but abroad. It is also hoped that the cinema industry will prove a source of revenue in the future."

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SPONSOR TURNS OVER WEEKLY AWARD TO FLOOD SUFFERERS

The Great Atlantic & Pacific Tea Co., which every week awards $700 for the outstanding feat of individual heroism in connection with its broadcasts over the Columbia Broadcasting System, is now turning the money over to the American Red Cross for use in flood relief, Victor M. Ratner, Director of CBS Sales Promotion, reports.

"At a time like this", reads the A. & P. notice, "when everyone in the affected (flood) areas is doing his utmost to prevent further disaster, it would be unfair to single out any individuals."

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MIXED POPULATION IN SOUTH AFRICA COMPLICATES BROADCASTING

Radio broadcasting in the Union of South Africa is complicated by the necessity of catering to the tastes of both the English and native elements of the population, according to a report to the Commerce Department from Trade Commissioner F. J. Cunningham, Johannesburg.

In a country as large as the Union and as isolated from other broadcasting areas, it is pointed out, the problem of radio broadcasting is a difficult one. Because of the lack of suitable talent, phonograph records and recorded programs occupy a large proportion of the broadcasting periods, it was stated.

The newly organized Government controlled South African Broadcasting Corporation is making every effort to improve the quality of its programs and to introque changes designed to bring the broadcasts more in line with popular demand. However, lack of competition and high listeners' fees are factors militating against any radical change of policy, the report states.

Many owners of radio sets in the Union have been hoping that the Broadcasting Board which controls radio affairs in the country would look with favor on the licensing of commercial broadcasting stations whose revenue would come from advertising. However, the report points out, there is no indication that the Board intends to depart from its present position which is against sponsored programs, according to the report.

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CHINESE TO FIGHT ILLITERACY VIA RADIO AND FILMS

The Chinese National Government is planning to make extensive use of broadcasting, augmented by motion pictures, in a nation-wide drive to overcome China's most formidable barrier to progress - illiteracy, according to World-Radio. It is officially estimated that there are still 200,000,000 illiterates between the ages of 16 and 45 in China, and the Ministry of Education intends to launch an education campaign during the coming autumn, and is prepared to spend a large sum of money in accomplishing its purpose.

According to the scheme, each of the eighteen provinces will be divided into two or three districts, to each of which will be allotted a cinema van and operator. The Government is procuring copies of a number of foreign films treating of science, public health, industry, sport, and citizenship. Many films will also be made in China, through the University of Nanking. The dialect problem will necessitate a separate broadcasting station in every district where there is a local dialect.

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TELEVISION RAISES PROBLEMS UNKNOWN TO ANNOUNCER

The television announcer in outdoor events has many problems unknown to the radio announcer, according to World-Radio, BBC organ.

"A nice problem has arisen in regard to television's first 'outside broadcast' of a sporting event - an amateur boxing tournament to be relayed in sound and vision from the Concert hall of Alexandra Palace", the journal states.

"In effect, the commentator and his companion must decide when to talk and when to keep silence; when to augment the viewer's impressions with ringside observations, and when to let the living picture tell its own tale. Two England v. Ireland amateur contests are to be staged, each consisting of four 3-minute rounds.

"Throughout these contests an Emitron camera, connected by nearly 300 ft. of cable to the nearby television control-room, will be trained on thering, only 11 ft. away, occasionally shifting its glance to give a glimpse of the commentator, Harry Mallin, a middle-weight amateur world champion, and Leslie Mitchell, the television announcer.

"To say the least, Mr. Mallin will have a more difficult task than a commentator in sound broadcasting. His audience, seeing nearly as much of the fun as he does himself, will be in a position to criticise, though they will, of course, miss those finer points which can be observed only from a ringside seat. Actually, it will be with this thought in mind that the commentator and his companion will approach their task. There will be a minimum of comment during the fighting but at the end of each round viewers will hear the sort of minute summing-up which a kindly expert at the ringside might give to a less fortunate friend half-way down the hall.

"Whether this method is the best remains to be seen, but whatever happens, the experiment will be valuable in establishing the first technique for television 'O.B.'s'.

"Dogs should be kept at a safe distance from the television set on February 8th, for in both the afternoon and evening transmission on that day exhibits from Cruft's Dog Show at the Agricultural Hall are being brought to Alexandra Palace to be televised. Television, in fact, offers a new problem to animal-lovers. Most dogs and cats, one imagines, are now shock-proof as regards any noises likely to issue from the ordinary loudspeaker, but when the supposedly spurious barks and miaows are supplemented by moving images of the animals concerned there may be new emotional reactions. The possibilities are interesting."

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RCA INCOME FOR 1936 UP 11%; MEETING IS CALLED

Estimated net income of the Radio Corporation of America for 1936 was $11,500,000, according to announcement this week by David Sarnoff, President. This is 11.2 percent more than the actual income of $10,343,200 in 1935.

Net profit amounted to $6,100,000, or 19 percent in excess of the $5,126,900 of 1935. Gross income was $101,850,000 and $89,228,900.

"The increased profit and the consummation of the Recapitalization Plan approved by stockholders last year", Mr. Sarnoff said, "enable us to report estimated earnings on the common stock of $2,800,000 for the year after providing $3,300,000 for all 1936 preferred dividend requirements."

The annual meeting of stockholders was scheduled for April 6 in the RCA Building, New York.

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FARRIER JOINS NBC FOR TELEVISION RESEARCH

Clarence W. Farrier has joined the staff of the National Broadcasting Company, where he will be assigned to non-technical research in television.

For the present Mr. Farrier is attached to the office of O. B. Hanson, NBC Chief Engineer, where he is prefacing his work in television with several months intensive study of the mechanics of sound broadcasting. Later he will assemble and summarize the results of television experiments as they pertain to program, engineering and sales, for the benefit of executives concerned with television development.

Mr. Farrier comes to radio from the Tennessee Valley Authority. He was also prominently identified with the Chicago Century of Progress Exposition, first as Assistant to the President and later in charge of the promotion of special events and the management of the Hall of Science, the Hall of States and the Lagoon Theater.

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PANAMA PROVES GOOD MARKET FOR U. S. RADIOS

Panama continues to be a market of some importance for radios, practically all of which are manufactured in the United States, the Commerce Department reports. During the first 9 months of 1936, the total value of radios and accessories amounted to $101,109, which was not only an increase of approximately 36.9 percent over the same period in 1935 but almost equal to the total value of the imports under this item for the entire year of 1935.

The number of complete radio sets imported during the first 9 months of 1936 was 1,928, representing an increase of 32.8 percent over the same period for 1935 when the number of sets imported was 1,451.

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NEW BIBLIOGRAPHY OF RADIO REFERENCES IS PUBLISHED

The Electrical Division of the U. S. Bureau of Foreign and Domestic Commerce has issued a revised bibliography of radio references. It was compiled by Lawrence D. Batson.

The bibliography contains titles of all publications known to the office as bearing on any phase of radio, classified according to general subjects. Prices are quoted on both government and private publications.

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NBC ISSUES NEW PUBLICATION - "NBC PROGRESS"

NBC employees, clients, advertising agencies and a large list of top-flight executives in the U. S. have received the first issue of a new weekly publication, "NBC Progress".

"NBC Progress" is intended to summarize current activities of the National Broadcasting Company with particular emphasis on its growth, developments and service.

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AIR LINE DEVELOPS "ANTI-STATIC" ANTENNA

Using a passenger plane as a flying laboratory for two years, United Air Lines communication engineers have achieved "significant results" in the battle against weather and radio problems, company officials announced in Los Angeles this week.

Executives said successful tests have been completed with an "anti-static" airplane radio antenna, designed to insure clear reception of voice and directive beam signals despite heavy static sometimes created by snow or rain.

The device consists of a circular copper tube in which is coiled 100 feet of antenna wire - longer than the company's standard straight-wire antenna. The tubing shields the wire from snow or rain static and permits uninterrupted reception of directive beam.

The style of mounting permits the reception of two beams - one marking the center line of the airport runway and the other the altitude in the downward glide for a landing with closed cockpit.

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BRITISH TRYING TO TAKE MALAYAN MART FROM U. S.

A recent announcement appearing in the Malayan press states that British manufacturers of radio sets are now taking a keen interest in developing short wave sets suitable for this market; at present this market is dominated by American short wave sets, according to U. S. Trade Commissioner Harold D. Robison of Singapore.

"The General Electric Company has brought out a designer to Malaya who is studying conditions here and in Netherland India" he writes. They claim that they have already developed a receiver which is as sensitive as those produced in America. They also claim to have improved the signal so that the noise ratio is better than that of American sets. This is of particular interest as the elimination of noise has been extremely troublesome."

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INDUSTRY NOTES

Daniel R. Hodgdon and National Food Bureau, Inc., both of 328 Greenwich St., New York City, have been ordered by the Federal Trade Commission to discontinue making false and misleading representations and disparaging statements in advertising and promoting the sale of peanut oil. Engaged by a manufacturer of peanut oil to conduct a sales promotional campaign, the respondents, according to the findings, used the radio principally in advertising the product with Hodgdon broadcasting the lectures and addresses.

A 12.7 percent increase in time billings is reported for the Mutual Broadcasting System for the month of January, 1937, in comparison with the same month's figures in 1936. The total billings for January, 1937, were $187,361.73. For the same month in 1936 they were $166,266.18.

The Central Newspapers, Inc., including Indianapolis Broadcasting, Inc., and Broadcasting Sales Corporation of Indiana, reports the following for 1936: Net income, $110,175, against $79,164 in 1935.

NBC programs during 1936 drew 5,560,671 responses to establish a new all-time high for audience mail. This total marks an increase of 31.7% over last year, and 7.2% over 1934 - the previous record year. 1936 also boasts the greatest response ever received in one month. During March, 1,015,372 letters flooded NBC's mail room - over 100,000 of them coming in on a single day.

A favorable report on the application of the Golden Empire Broadcasting Co. for a permit to erect a new broadcasting station at Marysville, Cal., for operation on 1140 kc., 250 watts power, daytime, was filed with the Federal Communications Commission last week by Examiner George H. Hill. The recommendation was conditional upon the denial of the application of the Marysville-Yuba Publishers, Inc., for a similar assignment.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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No. 1004

PHILCO GOES STEP FORWARD IN TELEVISION

After being shown high fidelity 441 line television pictures whereby the second hand could be seen on a watch three miles away, and even the serial numbers read on a dollar bill, the consensus of opinion of those attending the demonstration in Philadelphia Thursday was that Philco Radio and Television Corporation had made a decided step forward. The improvement in the 441 line picture, the standard for home movies set by the Radio Manufacturers' Association, was further impressed on the more than 200 guests, editors and representatives of newspapers and magazines, when compared with the 345 line image shown six months ago by Philco, which at that time announced that its equipment was already obsolete and that it was tearing it down to rebuild it to meet the new high standard just demonstrated in Philadelphia.

While the distance between the transmitter at the Philco plant and the six receivers at the Germantown Cricket Club in the suburbs of Philadelphia is about three miles, the range of the transmitter was said to be approximately 10 miles. The television pictures, in white and black, were shown in the half raised top of an ordinary receiving set. The size was 7½ by 10 inches and the sound of the radio set was synchronized to the pictures. It was said that the service range of television in the beginning would be about 25 miles and therefore would first be seen in larger cities such as New York, Chicago and Philadelphia.

The program included a fifteen-minute television fashion show, presented by Bonwit-Teller of Philadelphia, and an interview with Boake Carter, news commentator, quizzing Connie Mack, famous baseball manager, on 1937 baseball prospects. Musical features from the movies and news reels were shown.

Sayre M. Ramsdell, Vice-President of Philco Radio and Television Corporation, who acted as master of ceremonies, said that television would never supersede sound broadcasting. Each has its own field and function and sound broadcasting will continue to occupy its important place in the home, he added.

A. M. Murray, engineer in charge, raised quite a laugh when he remarked that a pretty girl was the poorest object to televise because if the picture were imperfectly shown, our imaginations would fill in the gaps. Mr. Murray said that Philco had pioneered the "wide channel" - 6 megacycles - move "Which goes hand-in-hand with high-fidelity television."

F. Raymond Johnson, President of Bonwit Teller, in presenting the fashion show, said that of all the industries, women's fashions would benefit mostly by television.

The "dollar bill" test, as explained by Philco engineers, consisted in placing before the television camera a card on which was attached a one dollar bill, laid lengthwise.

"This was flanked on either end by similar bills, placed vertically, so that the width of the test chart was about 11½ inches", the explanation went on. "This area should be completely scanned so that the three one dollar bills just fill the viewing frame from side to side. The test consists in being able to read the serial number on the central bill. To make this legible a truly high-definition 441 line system is required. This interesting test, carried out by material usually at hand, can be tried in any television studio."

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TELEVISION STILL AROUND THE CORNER, SAYS PHILCO

Despite the success of their Philadelphia show, manufacturing officials gave a very definite impression that television would not be introduced this year, at least, and might still be much farther way. Larry E. Gubb, President of the Philco Radio and Television Corporation, said his company was not anticipating early commercial television.

In answer to the question, when will we have television, Sayre M. Ramsdell, Vice-President of the Company, replied:

"On this point I will venture no prediction as to time. Certain things must be accomplished before it can become generally used. These things are:

"1. Technical standards for television transmission will have to be approved by the Federal Communications Commission so that any receiver will receive from any transmitter within range.

"2. The present limited range of television, averaging about 25 miles, will have to be increased. Key cities, such as New York, Philadelphia, San Francisco, Boston, Washington will have television first.

"3. Before we have commercial television, the Government will have to issue commercial licenses suitable for television, that is in the 42-90 megacycle band.

"4. A source of programs will have to be developed. In putting on a short sketch by television more is required in the way of costumes, rehearsal and stage properties than for any known entertainment field. Actors no longer can read their scripts. Both appearance and voice are necessary for the television star. The problem of giving the American people television programs 365 days of the year assumes staggering proportions, so far as personal energy and finances are concerned.

"5. Reduction in the cost of television receivers. At present in England there is no great rush to buy television receivers now selling from $500 to $600.

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SKINNER ADVOCATES "GOOD ROADS" TELEVISION CAMPAIGN

James M. Skinner, President of the Philadelphia Storage Battery Company, addressing newspaper and magazine editors at the Philco television demonstration, declared that without the help of the press there never could be any television. Through the newspapers and magazines, Mr. Skinner, who is Chairman of the Radio Manufacturers' Association's Television Committee, said, the manufacturers through the press would have to cultivate favorable public opinion to allocate the at present all too few wave bands to television.

Mr. Skinner explained that this valuable space is being sought by the Army and Navy and other government departments. He said most certainly in time of war the Army and Navy should have it and was in sympathy with their peacetime experiments, but believed if they went a few miles at sea or elsewhere, these could be carried on without blocking television development. He said he thought the Federal Communications Commission was favorable to television, especially so in view of the support other governments are giving television in European countries.

Mr. Skinner concluded by advocating a "good roads" television campaign.

"No matter how good an automobile you had, where would you be without good roads?" Mr. Skinner asked. "There is a danger of our making a good television receiver and a good television transmitter without being allocated the proper frequencies for transmitting the television pictures."

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EXPERT NOTES FEW GADGETS IN NEWEST TELEVISION SET

An advance noted by Orrin E. Dunlap, Jr., radio editor of the New York Times and author of "The Outlook for Television", a handbook on the subject, in the new television receivers demonstrated at Philadelphia by Philco was in the reduction of controls from fourteen to ten and of the number of vacuum tubes from thirty-three to twenty-six.

"This simplification aids in tuning and lowers production costs, according to the engineers", Mr. Dunlap wrote.

"Furthermore, the greenish tint which has characterized telepictures in past demonstrations has been replaced by black and white pictures.

"It was noted that sound is setting a fast pace in quality for the radio pictures. The television ultra-short wave sound equals the tonal quality of the best broadcast receivers, but the clarity of the pictures has yet to equal the standards established by the cinema or home movies.

"The telepictures were reproduced by a conventional television console receiver. The top of the cabinet when raised presents the 'screen' on the underside of the lid. From that point spectators up to about ten feet away can watch the show."

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CONNIE MACK SAYS RADIO HELPS BASEBALL

In the course of an interview between Connie Mack, Philadelphia baseball magnate and Boake Carter at the Philco television demonstration, Mr. Carter asked:

"Do you look for still greater attendance at baseball in the next few years? I am especially interested to learn whether radio broadcasts of daily games in all league cities hurt attendance."

To which Mr. Mack replied:

"I anticipate attendance figures will continue to climb. We are entering another new period of tremendous sport interest. Broadcasting of games helped attendance, rather than hurting it, on the same basis that the newspapers stimulate baseball attendance in ratio to the space they devote to the game."

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CONNERY PREDICTS ACTION ON AMENDED RESOLUTION

Representative Connery (D.), of Massachusetts, this week confidently predicted that the House Rules Committee will report favorably his amended resolution calling for an investigation of radio.

His amended resolution eliminates direct reference to the Federal Communications Commission but specifies the three major networks - NBC, CBS, and Mutual - as charged with operating a monopoly in the broadcasting field.

It is understood that the change in the resolution was made at the request of influential members of the Rules Committee, who stated that the measure would never be reported so long as the inquiry was directed chiefly at the FCC.

Mr. Connery declined official comment on this report, but he pointed out that whatever investigation is ordered will be bound to delve into the administration of the radio field by the FCC.

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TWO NEW STATIONS AUTHORIZED BY THE FCC

Two new broadcasting stations were authorized this week by the Federal Communications Commission.

Harold F. Gross and Edmund C. Shields, of Saginaw, Mich., were granted a permit to operate on 950 kc. with 500 watts daytime. The Examiner was reversed.

The News Publishing Co., of Santa Barbara, Cal., was given a permit to operate on 1220 kc. with 500 watts unlimited time. The Examiner was sustained.

Five other applications for new stations were denied. Oral argument was set for April 1st on the application of former Senator C. C. Dill to build a station in Washington.

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The new CBS building in New York will be bomb-proof, as well as gas-proof. Radio City, NBC headquarters, also is gas-proof.

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BRITISH SEEK WIDER S-W BAND, INTERNATIONAL CONTROL

The British Post Office is preparing to demand a broader international short-wave band and the formation of an organization to exercise international control of the allocation of short-wave frequencies, it is learned on reliable authority. The action will be taken at the Telegraphic Communications Union conference to be held this year in Cairo.

The British Post Office, inspired by the British Broadcasting Corporation, holds that reception conditions on the 49 and 31 meter bands has become "chaotic" and is rapidly becoming worse due to the operation of unauthorized stations on these frequencies.

Previous conferences of the Telegraphic Communications Union held at Washington in 1927 and Madrid in 1932 allotted seven wavebands for short-wave broadcasting, but with the growth of radio and the construction of new short-wave stations of high power in all parts of the world, it has now become apparent that with so many transmitters operating within these bands some form of international control is necessary to avoid mutual interference.

The BBC has prompted the British Post Office to take the action now proposed, and BBC officials will probably be attached to the Post Office Delegation which will visit Cairo. The BBC has reported to the British Post Office that while transmissions on the lower short wavebands have not as yet been seriously impaired, reception conditions on the 49 and 31 meter wavebands are now in a chaotic condition.

The United States, Canada, Newfoundland, and the West Indies have suffered more severely than other parts of the world, as frequencies in these wavebands are the most suitable for transmissions from Great Britain to the American Continent during the Winter months. The BBC has become seriously alarmed at the numerous reports of interference on the Empire wavelengths received from Canada and the United States this Winter. France, Italy, and Germany will support the proposal for international control at the Union meeting, it is reported.

The chief trouble-makers in the short-wave band are stations in South America. Many of these are small low-powered transmitters built by commercial enterprise operating on wavelengths for which no international notification has been given. While the low power of these transmitters prevents their being heard intelligibly outside local areas, their power is sufficient to cause heterodyning and serious interference with the high-powered transmitters designed to give a world-wide

service. These transmitters in South America are not intended to give an international service, but merely to provide a local broadcasting service within the countries in which they operate. A proposal probably will be made in Cairo that short-wave transmitters designed only to provide a broadcasting service in local areas should operate within a limited area of the short-wave broadcasting bands.

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RADIO ADVERTISING REACHED NEW HIGH IN 1936

Broadcast advertising volume reached a new all time high during 1936, the National Association of Broadcasters reported this week. Gross time sales amounted to $107,550,886 as compared to $87,523,848 in 1935, an increase of 23.9%. Although all portions of the medium registered marked increases, national non-network advertising exhibited the most pronounced gain, rising 41.5%. National network volume rose 19.2%, regional network volume 23.1% and local broadcast advertising 16.0%.

Non-network advertising registered a gain of 27.9% over 1935. Local stations continued the trend of 1934 and 1935 by showing the greatest increase in sales of any class of station. The South Atlantic-South Central Area led all geographical districts by increasing its sales 52.0% over 1935. However, all classes of stations and sections of the country enjoyed considerable increases over 1935 levels.

Although live talent programs represented 47.9% of the total non-network sales during 1936, transcriptions increased to a greater extent than any other type of rendition. Transcriptions during the past year showed a 50.6% gain over 1935.

General gains were experienced in most all broadcast sponsor groups during the year 1936. Only drug and confectionery advertising showed a decline as compared to the previous month. Principal gains were shown in the miscellaneous, soap and kitchen supply, automotive, beverage, tobacco, radio set and financial groups.

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WARSAW TO HAVE EXPERIMENTAL TELEVISION STATION

According to the Polish press a short time ago, the Polish Radio Company and the State Institute for Tele-Communication have become jointly interested in erecting an experimental television station in Warsaw. Work on the project has been split up between the two institutions, the former to effect the shortwave broadcasting and sound apparatus, and the latter the television itself. Thus, in connection with its assignment, the Polish Radio Company has leased the roof terrace of the Prudential Building, the highest building in Warsaw. There a 14 meter tower topped off by a platform will be erected on which will be fixed a 12 meter mast bearing a double antenna rigging for sound and vision broadcasting. Underneath the terrace, the various equipment and mechanism will be housed.

This project is primarily for experimental work and the desire to keep up with world progress made in this field of radio. Of course, in time, it is expected that the experience gained will decide on the choice of a system of television for permanent and commercial use.

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WHY BRITISH COULDN'T SELL RECORDS OF WINDSOR'S SPEECH

The British Broadcasting Corporation has issued the following explanation of why records of the Duke of Windsor's abdicating speech was recorded in the United States but not in England:

"Some comment has been occasioned by the fact that, although no records of the Duke of Windsor's speech from Windsor Castle could be obtained in Britain, they seemed to have been selling in large numbers in America and elsewhere. In Britain the position so far as the making of gramophone records is concerned is governed by the Dramatic and Musical Performers' Protection Act (1925), which prohibits the making of a record for sale to the public without the written consent of the performer.

"In the case of his former Majesty's speech, the authorities concerned specifically requested that no record should be made or issued. In the case of foreign countries, the position as regards the making of records is governed by the law in each country. Some of the broadcasts made by King George V were recorded by special permission, and the profits from the sales of these records were devoted to charity."

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POLICE STATIONS WARNED TO KEEP TO SPECIFIED HOURS

The Federal Communications Commission this week issued a formal warning to general experimental stations operating as municipal police stations on frequencies above 30,000 kc. to keep to their specified hours. Some of them, the Commission said, are transmitting at all times.

"This practice has given rise to interference at distances of over a thousand miles from the originating station", the FCC stated. "The Commission regards continuous radiation of the unmodulated carrier wave as unnecessary and therefore prohibited, and appropriate action will be taken in case of violations."

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FLOOD RELIEF PROVED PUBLIC NECESSITY OF RADIO - ARNOLD

The relief activities of numerous broadcasting stations during the Ohio Valley flood proved the "public necessity" of radio, Frank A. Arnold stated in the current Editor & Publisher.

"The condition on which a radio station may obtain a broadcasting license is that it conforms to 'public interest, convenience and necessity'", he said. "It is rarely that we have such a demonstration of necessity values as that which has been associated with the recent flood conditions in the southeast and Middle West. Had there been the slightest doubt in the mind of anyone as to the practical value of radio in an emergency, the record of efficient service rendered after all other methods had failed would be a complete answer to the question."

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PALEY CHOSEN ONE OF BEST DRESSED MEN IN U. S.

William S. Paley, President of the Columbia Broadcasting System, was one of the sixteen male fashion leaders of the United States so designated this week by the Merchant Tailors' Designers Association, meeting in Washington.

The style leaders, among them President Roosevelt, were labelled "Twentieth Century Beau Brummels".

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BRIEFS

Station WAAB, Boston outlet of the Mutual Broadcasting System, was given a favorable report this week by Examiner Robert L. Irwin on its application for an increase in daytime power from 500 watts to 1 KW, using 1410 kc.

Senator Arthur Capper (R.), of Kansas, has introduced a bill which has a provision prohibiting the broadcasting of any liquor advertising.

The Federal Communications Commission has scheduled hearings on the charges that WTCN, Minneapolis, affiliated with the St. Paul Pioneer Press, has been guilty of trafficking in radio licenses. The FCC received a complaint to the effect that WTCN endeavored by offers of financial assistance to move WLB, of Minneapolis, and WCAL, of Northfield, Minn., from the 1250 kc. frequency, leaving WTCN sole operator on that space. WLB and WCAL, according to the alleged arrangement, would be moved to the 760 kc. frequency, and be compensated with higher power range and funds to aid in transfer.

A radio research laboratory which will cost £50,000 is to be constructed by the Australian Government at Canberra. It will be under the supervision of the Postmaster-General's Department, and will study modern developments in the equipment used for broadcasting, television, telegraphic and telephonic communications. It is expected that the construction of the new laboratory will be commenced about the middle of 1938.

A new station for Owensboro, Ky., in the name of the Owensboro Broadcasting Co., was recommended to the Federal Communications Commission this week by Examiner P. H. Hyde. The facilities are 1500 kc. with 100 watts power, unlimited time.

Radio's version of the journalistic adage about the man biting the dog finally has been recorded. KMMJ, Clay Center, Neb., owned by a group headed by Don Searle, manager of WIBW, Topeka, and Herb Hollister, manager of KANS, Wichita, have purchased the Clay County Sun, a weekly, and will publish it as a subsidiary of KMMJ, Inc. although it will be a separate enterprise.

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LOUCKS RETAINED AS SPECIAL COUNSEL BY NAB

The National Association of Broadcasters this week announced that it had retained Philip G. Loucks, former Managing Director of the National Association of Broadcasters, and now with the law firm of Loucks & Sharfeld, as special counsel "with respect to certain matters growing out of the suit instituted by the United States government against the American Society of Composers, Authors and Publishers.

"Specifically this representation involves only those matters which are directly connected with the efforts of the interested parties to stipulate, as far as possible, the facts in the suit", the NAB statement said.

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URUGUAY GROWING MARKET FOR RADIO SETS

The ratio of radio receiving sets to population in Uruguay is notably high among Latin American countries, according to a report from Vice Consul H. B. Wells, Montevideo, made public by the Commerce Department.

It is estimated that there are approximately 115,000 sets in operation throughout the country at the present time, or one to every 15 inhabitants. Uruguay has 39 broadcasting stations, or one to every 50,000 persons, with Montevideo, the capital and metropolis, accounting for 24 stations, the report shows.

The great bulk of the radio sets used in Uruguay are short-wave models, there being little demand for one-wave sets. Short-wave reception from Europe is reasonably satisfactory but American broadcasts are blanketed by German stations, it was stated.

The Uruguayan demand for imported radio receiving sets showed a marked increase during 1936 as a result of improved economic conditions and the consequent increased purchasing power of the market. Local manufacturers are now producing sets, using both imported and locally-made parts on an appreciable scale, according to the report.

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HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF FEBRUARY 16, 1937.

No. 1005

February 16, 1937.

WHEELER PLANS BILL TO BAR PRESS RADIO DOMINATION

Following receipt of requested information from the Federal Communications Commission, Senator Wheeler (D.), of Montana, Chairman of the Senate Interstate Commerce Committee, announced late last week that he would introduce a bill to bar newspapers from owning radio broadcasting stations.

He made a similar announcement prior to the opening of the 75th Congress, but he postponed action until he had obtained data and a legal opinion from the FCC. Early this week Senator Wheeler had not started drafting the bill.

The Montana Senator said his purpose is to prevent monopoly of channels of public information. As any law Congress might enact in this regard would not be retroactive, the 150 stations now owned or controlled by newspapers would retain their holdings.

The Communications Commission's report showed that 52 of these stations were acquired by newspapers during the past year and that 100 applications are pending for licenses from persons affiliated with newspapers.

An opinion by Hampson Gary, FCC General Counsel, that a law barring newspaper ownership as radio stations, "should meet the constitutional requirement" was interpreted by Senator Wheeler as sustaining the legality of his proposal.

The Senator had asked the Commission for an opinion on the constitutionality of legislation "denying the right of newspapers to obtain broadcasting licenses in the future and requiring them to divest themselves of existing rights in broadcast stations within a reasonable time."

In his opinion, Mr. Gary said the question was "not free from doubt, and therefore, I think the inquiry does not permit a categorical answer." But he added:

"I am of the opinion that the mutual ownership and control of newspapers and broadcast stations bear a reasonable relation to and have an effect upon interstate commerce and, therefore, if the Congress enacted a law of the purport suggested, it should meet the constitutional requirements."

On the question of newspaper ownership, Senator Wheeler also asked the Commission whether it had authority at the present time to deny applications from newspapers for stations on the ground of "public policy."

Mr. Gary held there was no such authority but that the Commission was empowered to consider the business connection of applicants in deciding whether a license would serve "public interest, convenience or necessity."

Senator Wheeler contended also that for one newspaper in a community to own a broadcasting station "makes it possible to give another newspaper unfair competition" by combining advertising rates or using the radio to advertise the paper.

Opposition to the control of cleared channels by radio chains was expressed by the Senator. He said the chains might need one or two for originating programs, but not more. He characterized acquisition of super-power stations by the chains as "a very distinct tendency toward monopoly."

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NEW RADIO WORKSHOP PROGRAM SCHEDULED

Plans for a six-weeks session of the Radio Workshop from April 5 to May 15 to provide training opportunities for persons desiring to enter the new field of educational broadcasting were announced this week at the Federal Office of Education.

The Radio Workshop is conducted by New York University in cooperation with the Educational Radio Project of the Office of Education, United States Department of the Interior.

Expert instruction and practice under supervision will be provided in four major fields of radio: Production and direction of programs, script-writing, acting, and the use of music in radio. The Workshop staff of directors comprises: Earl McGill, Director of Production; Lawrence Paquin, Director of Acting and Microphone Technique; Burke Boyce, Director of Script-Writing; Rudolph Schramm, Music Director, and Philip Cohen, Supervisor of Student Radio Programs.

Besides participating in activities at the Workshop, all students will be given an opportunity to hear the ideas of leaders in commercial and educational broadcasting. Students also will write and produce their own programs, possibly over some local New York station.

The Radio Workshop, being a school where radio techniques are learned through participation in actual work, will have few lectures during the entire session. Instead, the students will be given assignments which they undertake under expert supervision.

New modern studios have been installed for the Workshop by New York University at 20 Washington Square North, New York, N. Y. The Educational Radio Project's production unit also has headquarters in this building. This unit is presenting five programs each week over NBC and CBS networks

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GEDDES ASSAILS IDAHO BILL TO BAN USE OF AUTO RADIOS

Ten reasons why the proposal to prohibit the use of radio receivers in private automobiles while in motion should not be adopted by the Idaho House of Representatives were outlined this week at a hearing in Boise by Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association.

The bill, sponsored by State Senator R. E. Whitten, passed the Idaho Senate on February 5th by a close vote of 22 to 20. It is the latest of several attempts by State Legislatures to bar the use of auto radio receivers.

Mr. Geddes, in a prepared statement before the Committee on State Affairs, said in part:

"The pending bill is peculiar in that it would not prohibit sale or installation of automobile radios, but its purpose and effect would be to prohibit their public use. It would be a misdemeanor, carrying both fine and imprisonment penalties 'for any person while operating or for any person while riding in a motor vehicle upon the public highways of the State of Idaho to connect or turn on a radio in such automobile and receive therefrom any sound, voice or music.' Official police cars would be exempt. The result actually would be public prohibition of automobile radio in Idaho, applying not only to Idaho citizens, but also to great numbers of tourists and others from outside.

"An important point for your attention is the fact that the bill is without any statement or declaration of any cause, reason, purpose or public necessity. It is a flat and unqualified ban on public operation of radio in automobiles. The bill does not state that it is necessary or reasonably required in the cause of public safety or for any cause or purpose whatever, real or imaginary.

"Senator Whitten, author of thebill, has stated that the purpose of this bill is 'to draw attention to and if possible minimize the horrible fatality and accident tolls which automobiles are taking on our public highways'. We of the radio industry are in full sympathy with this objective of reducing highway hazards, making automobile driving safer. That is why we are appearing today against this bill which would <u>not</u> make

for safer driving but instead would remove a factor which makes automobile operation actually safer. That automobile radio is really a safety factor and tends to reduce rather than increase highway accidents is the overwhelming judgment of State and police officials throughout the nation, including many officers of your own State.

"Summarizing our opposition to this bill, it is established conclusively that:

"First, that the pending legislation is unnecessary, meeting no recognized or demonstrable necessity or condition in Idaho.

"Second, the bill is unwise in that it would remove a safety factor from the Idaho highways because automobile radio is a safety accessory. It reduces driving speed, promotes alertness of automobile operators and in many other respects tends to lessen and not increase highway hazard and accidents.

"Third, the Idaho Commissioner of Public Works and Chiefs of Police of eleven of the largest cities in Idaho all state that there is no record of a single traffic accident caused by or even attributable to automobile radio. Therefore, there is a total absence of reasonable necessity for this prohibitory legislation.

"Fourth, Commissioners of Motor Vehicles of an overwhelming majority of States in the Nation and also police officials also record an absence of any traffic accidents due to automobile radio and regard prohibitory legislation as both unnecessary and unwise. No State or city has adopted this type of prohibition against automobile radio and we have no record of a single accident, anywhere in the United States, which it has caused although automobile radio has been in use since 1930 and there are now over 4,000,000 automobiles equipped with radio.

"Fifth, safety of automobile radio also is attested by insurance companies in that none require any extra premium for insurance of car operators or its use in automobiles.

"Sixth, this legislation would unnecessarily and seriously injure many Idaho business interests and citizens, especially broadcasting stations and radio and automotive distributors, dealers and service men. Important Idaho tourist trade would be greatly harmed through the resentment against the proposed law from tourists. Also there are now about 13,500 Idaho owners of automobile radio who have invested about $700,000 in such equipment and who would be barred from its use, its farm and business utility and rightful enjoyment.

"Seventh, also unnecessarily injured would be important national manufacturing interests, both automotive and radio.

"Eighth, validity of the pending legislation is questioned as a violation of exclusive jurisdiction over radio vested in Congress and the Federal Communications Commission, as decided in Federal court rulings.

"Ninth, the legislation is arbitrary and unreasonable, without demonstrable public necessity or public demand and it would be an invalid exercise of police power.

"Tenth, if passed the legislation in actual practice would be unenforceable as is attested by law enforcement officers of your State and many others. It would become a 'nuisance' law and lead to wide and justified public protest with eventual repeal."

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TIGHTER RULES ORDERED RE FINANCIAL RESPONSIBILITY

More rigid requirements as to financial responsibility of applicants for broadcast facilities have been ordered by Davis G. Arnold, Chief Examiner of the Federal Communications Commission.

Examiners were instructed to demand more evidence of ability to build and operate stations than "self-serving declarations". Statements must be furnished under oath as to assets and liabilities.

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FOG HELPS RATHER THAN HAMPERS TELEVISION TEST

"It has now been confirmed that fog has no adverse effect on television signals", the British Broadcasting Corporation reports. "During a recent London fog good pictures were obtained not only within the normal range of twenty-five miles, but at Coventry, ninety miles from Alexandra Palace. Not only were the pictures clear, but there were no secondary images such as might be expected in long-distance reception. What is perhaps even more astonishing is that normally Coventry does not receive the television signals at sufficient strength to make a picture."

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SMALL PAPER FINDS RADIO STATION AN ASSET

"Since Congress passed the Communications Act in 1934, radio competition which formerly was a problem largely of metropolitan newspapers, has become a problem confronting small daily publishers", Editor & Publisher states. "The Communications Act empowered the Federal Communications Commission to license stations of 100 watt power in communities where radio facilities were not already established.

"Many publishers of daily newspapers in cities of 10,000 population and even smaller are face to face with choosing between going into the radio broadcasting business or having radio competition clutter up their fields.

"The Roseburg (Ore.) News-Review met the situation by promptly making application for a radio station license. The license was duly granted and the News-Review is now operating its own radio station with the call letters KRNR. Harris Ellsworth, publisher of the News-Review and now director of radio station KRNR, makes the following observations based upon his 12 months' experience in operating a newspaper and radio station combination in a small city.

"'We are decidedly pleased with our new department. Were we required now to make the decision which we made nearly two years ago, we could do it with the greatest ease. We decided to go into the radio broadcasting business - and would make the same decision over again if called upon to do so, with no misgivings at all.

"'Our station, KRNR (K-Roseburg News-Review) has been operating 12 months. Although we elected to get it firmly established and with favorable public acceptance before attempting to make a systematic effort to sell radio advertising, we have made a modest profit with the station every month thus far.

"'Does the radio station do the News-Review any good - that is, do you use it to promote the newspaper? That question is often asked. Our answer, borne out by our circulation records, is that the radio station is a decided aid in building circulation."

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U. OF P. HONORS ORMANDY

Eugene Ormandy, conductor of the Philadelphia Orchestra, was awarded an honorary degree at the mid-year convocation of the University of Pennsylvania last Saturday when 229 students were graduated.

Mr. Ormandy, former leader of the Minneapolis Symphony Orchestra, and internationally-famous director, was made a Doctor of Music.

Mr. Ormandy was praised as a "native of Hungary, but citizen of two continents", as he received his degree from Dr. Thomas G. Gates, President of the University. He was cited for "a wide knowledge of musical literature and rare understanding of a composer's meaning."

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BBC BROADCASTS SONGS REJECTED BY PUBLISHERS

The British Broadcasting Corporation recently broadcast a program of songs which publishers would not accept.

"It was listened to with considerable interest", the BBC reported, "but the general reaction seemed to be that the publishers knew their own business very well."

The BBC chose a jury of ordinary listeners, including a policeman, a business girl, a page boy, and a nurse, picked at random. They sat in a studio in Broadcasting House and listened to forty songs which had been rejected by publishers. The ten songs which were considered best were broadcast. Listeners were next invited to send in letters stating which of the ten songs they considered best. Nearly twenty thousand listeners were sufficiently interested to send in their selections.

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A Moscow electro-mechanical shop has begun mass production of radio sets for passenger automobiles. The sets will be housed under the hood, and tuned by three controls on the instrument board. They will be adapted to reception of both medium and long wave lengths, making it possible for a passenger to tune in on any central broadcasting station. All the latest improvements are contained in this new set, including an automatic regulator maintaining a constant decree of speaker volume regardless of the speed of the car.

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AMENDED COPELAND FOOD-DRUG BILL REPORTED FAVORABLY

An amended food-drugs-cosmetics bill, sponsored by Senator Copeland (D.), of New York, was reported to the Senate this week.

The Committee in reporting the measure explained it as follows, in part:

"This bill has been prepared with three basic principles in mind: First, it must not weaken the existing laws; second, it must strengthen and extend that law's protection of the consumer; and, third, it must impose on honest industrial enterprise no hardship which is unnecessary or unjustified in the public interest.

"This bill meets these three principles. It has been prepared after many and extensive conferences with the enforcement agencies of the Government and with representatives of various consumer groups or associations, professional groups, and the industries to be regulated.

"The controversial subject of control of advertising has been met by providing for the prohibition of false advertising by injunction. The bill also states differently the offense of false advertisement. Previous bills have defined false advertisements as those which are 'false or misleading in any particular.' That definition has occasioned no end of controversy - some of it quite meritorious - on the ground that when applied to the unlimited field of advertising it was too elastic and encompassed things far beyond the purposes of the bill. Also, it would lend itself to unnecessary and unjustified governmental interference in the affairs of business, and impose upon the Government a job far beyond the Government's financial and personnel capacities to enforce. The statement of the offense in the bill defines those subjects pertaining to food, drugs, and cosmetics which should be under Government control.

"There has been controversy as to whether the Food and Drug Administration or the Federal Trade Commission should enforce the bill's provisions on advertising. On the premise that advertisements of foods, drugs, and cosmetics are nothing more than extensions of the labeling, this bill proposes that the control be vested in the Food and Drug Administration which enforces the provisions on adulteration and labeling. But, it does not have the effect of depriving the Federal Trade Commission of its jurisdiction to proceed against false advertising in such form as to make it an unfair method of competition. The bill specifically provides that it shall not be construed as impairing or diminishing the powers of the Federal Trade Commission."

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STATION OPERATOR APPEALS TO CONGRESS ON COPYRIGHT

Members of Congress this week received copies of a letter from Ed Craney, operator of KGIR, Butte, Montana, and urging amendments to the copyright law in the interest of broadcasters. He said he was acting in behalf of a group of independent stations.

Charging the American Society of Composers with favoritism to the networks, Mr. Craney asked for corrective legislation to force ASCAP to issue licenses for broadcast performing rights in a more equitable manner. His proposal was that stations be required to pay only for the copyright music they use.

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NBC'S JANUARY REVENUE HIGHEST IN ITS HISTORY

The National Broadcasting Company's network revenue for January 1937, soared to 32% above the corresponding month last year - the total of $3,541,999 making the month of January, 1937, the highest in the history of the company for that month.

The NBC-Red Network, with an increase of 37.6%, leads all other networks for the month, according to an NBC statement.

Individual NBC network figures for January, 1936, and January, 1937, follow:

	1936	1937	% Increase
NBC-Blue Network	$ 956,643	$1,167,366	22.0%
NBC-Red Network	1,725,172	2,374,633	37.6%
	$2,681,815	$3,541,999	32.1%

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Bob Carter, announcer and commentator, has been appointed Chief Announcer for Station WMCA, New York, following the resignation of Lee Cronican, according to Bertram Lebhar, Jr., Sales Director for the station.

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2/16/37

PRIVATE PHONE PLACED ON MARKET BY PHILCO

A new product, the Philco-Phone, has just been announced by the Philco Radio and Television Corporation, for direct two-way private communication in home, factory, office, store or other establishments.

The Philco-Phone is built to serve as many as four remote stations connected with the master control unit and will operate over a distance of a quarter of a mile.

It is listed to retail at $49.50 for the master control unit and one remote station, a price designed to appeal to the average home or office and it will be marketed through established Philco merchandising channels. Each additional remote station retails for $10.

While the system draws its energy from the ordinary A.C. or D.C. electric socket or outlet, the voice transmission is confined to the wires of the system itself, thereby assuring privacy.

Combined with the low initial cost and low current consumption, is the ease of installation, which requires merely a wiring connection from the various stations to the master control unit and this is accomplished within a few minutes even by an inexperienced person. No inspection is required.

The system is a simplified voice transmitter and amplifier. The master control unit measures 10½" long, 8¾" high and 5-5/8" deep, or sufficiently small to sit on the ordinary desk without usurping valuable space. The remote stations measure 6-7/8" high, 6-7/8" wide and 3¾" deep. The cabinets, both master and remote units, are finished in walnut and designed to harmonize with home or office surroundings.

Sufficient amplification is provided to enable a person to listen or speak in the normal voice even when the cabinet is placed room-length away. The voice volume, in transmission and reception, is controlled by a volume control knob on the master control unit.

A tiny signal light indicates when the Philco-Phone is in operation. Conversations may be carried on with one station or all on the system as occasion requires, this also being controlled on the master cabinet.

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INDUSTRY NOTES

Commissioner Thad H. Brown will deliver the principal address at the annual meeting of the Ohio Independent Telephone Association at the afternoon session on April 21, 1937, at Columbus, Ohio. The subject of his address will be "Telephone Regulation Under the Communications Act." Mr. Brown is a Federal Communications Commissioner.

Van-Tage Medicine Company, Inc., 1265 North Vermont Ave., Los Angeles, and its President, G. H. Mosby, are charged in a complaint issued by the Federal Trade Commission with misrepresenting the therapeutic value of a medicinal preparation designated "Van-Tage". The respondent is a radio advertiser.

A public hearing has been ordered by the Federal Communications Commission on the proposed sale of radio station WREN of Lawrence, Kans., to the Kansas City Star. Because the sale price is reported to be between $250,000 and $300,000 and Congress has frowned upon perfunctory action in approving radio station transfer involving large sums, the Commission intends to inquire into the question whether saleable assets are worth that much money.

Col. Richard C. Patterson, Jr., has been elected Chairman of the Board by the Citizens Budget Commission, Inc., with offices at 51 East 42nd Street, New York City. Until recently he was Executive Vice-President of the National Broadcasting Company.

Maj. Gen. James G. Harvord, Chairman of the Board of the Radio Corporation of America, in a preparedness address February 15th, voiced a warning that "if there is ever another big military explosion, no matter where, the dangers it generated would threaten every land in the small and closely interrelated world of today." He spoke to the Women's National Republican Club in New York.

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No. 1006

PRALL FORECASTS REALLOCATION, CAUTION ON SUPER-POWER

Anning S. Prall, Chairman of the Federal Communications Commission, told the Senate Independent Offices Sub-Committee on Appropriations that there will be a reallocation of broadcasting facilities and that the FCC will proceed cautiously in acting on super-power applications, printed hearing transcrips disclosed this week.

The FCC Chairman also made a plea that the Commission be granted greater powers to control the operations of broadcasting stations.

Commissioner Prall made his statements on reallocation and super-power in response to inquiries by Senator Byrnes (D.), of South Carolina.

Senator Byrnes complained that he was forced during his recent campaign for renomination to broadcast his messages to certain sections of South Carolina via stations in North Carolina.

"I happen to reside in one of the few States - I do not know the others - in which we have no radio station that covers the State", said Senator Byrne. "In a political campaign, if I desire to speak over the radio to the people of my State, I have to go out of my State. I remember at one time seeing about four or five others. I know that if a few 500,000-watt stations are established, in the ordinary course of events an advertiser could advertise over one of those so-called super-stations, and the regional stations which are now throughout the country would have very little opportunity, it seems to me, to secure advertisements, and would have to go out of business.

"It is not due to the action of the Commission in refusing applications", he added, "but is due, I recognize, to the engineering situation that those who came upon the scene at first secured the desirable frequencies.

"Now they claim a vested right; and if you desired to give me a frequency they would go into court on you and claim interference. I see no remedy for it unless there is a reallocation."

Replied Mr. Prall: "There will be a reallocation."

"I hope you will not authorize those500,000 watt super-stations without the most careful consideration", Senator Byrnes continued, "because it will injure the local stations."

"We will not, Senator", said Commissioner Prall.

Senator McAdoo (D.), of California, asked the FCC Chairman whether he believed the Commission should have more power to regulate the "corporations" owning and operating broadcasting stations.

"I feel, personally", said Mr. Prall, "that if we were authorized under the Act to quiet a station or delete it for a temporary period, if we might close the station for two weeks for a violation, or a month, or six months, it would have a salutary effect on the industry as a whole."

Questioned by Senator Byrnes regarding the operations of "traffickers in licenses", Chairman Prall said:

"Senator, of course we hear stories and rumors about this, that, and other abuses in Government administration. You know and I know that, after many years' experience; to be true; but at any time you gentlemen hear any of those rumors, if you will take them up with us, we will investigate them thoroughly and immediately. Of course it is possible that those things can happen without our knowledge."

Senator Glass, Chairman of the Senate Appropriations Committee, asked Mr. Prall whether the FCC gets many complaints that too much time on radio stations is being devoted to advertising.

Said Commissioner Prall:

"Yes, we do, and we also find that the small station - we will say the 100-watter in a town or a city - gives more time to the local interests of all kinds than does the chain operator in that town. That is because the program timetable, as I would put it, of the chain operator perhaps takes the time in the evening when that station might be used by the local people, chambers of commerce, and churches, and organizations of that kind. The time probably is taken up by the national advertisers where the smaller stations are affiliated with chains throughout the country. So we do find complaint, Senator, more from the local, the small communities, with respect to lack of time devoted to community interests."

Senator Glass: "It has seemed to me here in Washington - because I have a radio in my apartment - that most of the time is taken up with advertising."

Mr. Prall: "Yes, I think that is true; but again you go back to the Act, and there is nothing in the Act which gives us any authority as to programs or the direction of broadcast stations with respect to the use of the time they are selling advertisers."

Senator Glass: "Would it be desirable to have such authority?"

Mr. Prall: "I think it would be."

Senator Glass: "Would it not be better to give the Commission itself discretionary power?"

Mr. Prall. "I believe it would. I believe the Commission would be able to accomplish things in communities where very little time is given or can be given to local broadcasting."

Senator Adams: "A little aside from the question, do you think that the programs which are put on by the big advertisers indicate real comprehension on their part of the tastes of the American people? My reason for asking that is that the large programs seem to specialize in silliness and imbecility."

Mr. Prall: "Of course the programs are varied to a large degree, and if you have a family of about five, some in the adolescent age, and from that up to -

Senator Adams: "Up to 70."

Mr. Prall: "Yes; I think you will find that perhaps there are three different views as to what they like to hear over the air."

Senator Glass.: "We do not accept the view of any one who is over 70 years of age, however."

Senator Byrnes: "What proportion of the people read the 'funny' pages of the newspapers?"

Mr. Prall: "The same rule applies to that."

Senator Glass expressed the view, in which Commissioner Prall concurred, that the FCC should not have any control over the price paid by any one for a broadcasting station, thereby differing with the House members who complained during the House hearings against the high sale prices of many radio stations.

After Senator Steiwer (R.), of Oregon, had raised the question regarding the sale prices of WOV, New York, and KNX, Los Angeles, there following the following conversation:

Senator Steiwer: "How does the Commission justify allowing prices of that kind to be paid?"

Mr. Prall. "In the first place, that station was doing a business showing a profit on $1,250,000 of 16 percent."

Senator Steiwer: "Let me interrupt at that point, if I may. The value of that plant would consist of just two things, would it not, the replacement value of the plant, plus the value of the license?"

Senator Adams: "Are there not two other things in that? One is intelligence in management, the second is the character of the programs."

Mr. Prall: "There is a decision of the court dealing with that subject, where the court, I believe, points to an important phase, or refers to it as an important item, that is, the value as a going concern. I do not feel that we can simply take the equipment, the buildings, of the physical assets, and place a value on their replacement as being the value of the business to you or to me."

Senator Glass: "Should the Commission assume to do that? If I am unbusinesslike and indiscreet enough to pay a high price for a radio station in my town, should the Commission intervene and say I should not be indiscreet enough to do it?"

Mr. Prall: "I wonder, Senator, on that very line, if we have any right whatsoever to tell a man what he should or should not pay for a station."

Senator Glass: "I do not think you ought to have."

Senator McAdoo: "I do not think so, either. The Commission should determine solely whether or not the transfer is in the public interest."

Mr. Prall: "We take into consideration the buyer, and what a change of ownership in a station will mean to the community where it is located, or the community the station serves. If in our judgment it will better serve or serve as well the community to be served, that is one point, if the station has built up a business and shows a good profit comparable with the investment, whatever it amounts to, I think most of the owners of broadcasting stations go so far as to feel that 10 percent of the annual income is a fair price for a station."

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FROM SILHOUETTES TO TELEVISION

It was a co-incidence that in the ballroom of the Germantown Cricket Club in Philadelphia where the Philco television demonstration was held recently that the walls were bordered with large black and white silhouettes of former presidents of the club. Thus those who attended the Philco gathering had the unique experience of seeing at one andthe same time the oldest and newest things in pictures - silhouettes and televisio..

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AYLESWORTH MAIN DUTIES NOT RADIO HE SAYS

An inquiry directed to M. H. Aylesworth, former President of the National Broadcasting Company, brought a reply that his new duties with the Scripps-Howard newspapers will have very little to do with radio.

Mr. Aylesworth advises that Jack Howard, son of Roy Howard, is in full charge of radio in the Scripps-Howard organization and that he will keep in touch with these activities through young Mr. Howard.

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TEMPORARY LEGAL APPOINTMENTS TO FCC ARE UPHELD

The United States Court of Appeals for the District of Columbia this week upheld an Executive Order inspired by the Federal Communications Commission and the refusal of the United States District Court to dislodge certain appointees to the FCC Legal Division.

The action was taken on an appeal filed by David R. Crow, who stood at the head of a Civil Service list of eligibles for the positions of Assistant Attorney and Associate Attorney, when examinations were held in 1935. His grades, however, had been increased by ten in each case because he was a disabled War Veteran.

Temporary appointees to the jobs had passed the examination but were not among the first three certified by the Civil Service Commission. Nevertheless, the President, at the request of the FCC issued an Executive Order making their appointments permanent. Then followed the suit for a writ of mandamus by Mr. Crow.

The Appellate Court in affirming the decision of the lower court points out that the office which Mr. Crow seeks is now filled by an incumbent sho is discharging his duties.

Hampson Gary, General Counsel of the Communications Commission, was one of the FCC attorneys who won the case.

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Examiner Melvin H. Dalberg this week recommended to the Federal Communications Commission that the application of KWBG, of Hutchinson, Kans., for permission to transfer from 1420 to 550 kc. and increase power from 100 to 250 watts be denied.

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FTC CHARGES TELEVISION INSTITUTE WITH UNFAIR COMPETITION

American Television Institute, Inc., a correspondence school and others, 433 East Erie St., Chicago, are charged in a complaint issued by the Federal Trade Commission with unfair competition in the sale of courses in radio and television.

Representations made by the respondents are alleged to have had a tendency to mislead a substantial portion of the student public into erroneous beliefs regarding the respondents' courses, and to have caused them to enroll as students on account of such beliefs.

Certain representations made by the respondents in newspapers, booklets and general business correspondence, are alleged to serve as representations that: Several young men are to be selected and trained for positions in radio television at the respondents' expense until actually employed; that a seventy-lesson course is offered, collection of the tuition fee being deferred until a job is obtained for the student at $125 a month or more; that the respondents operate a wide-spread employment agency through which students are placed in paying positions upon graduation; that there is a shortage of radio television operators; that the respondents own a huge laboratory in which equipment is manufactured in great quantities; and that they operate television broadcasting stations in which the pupils are given opportunity for graduate residence study. It was also represented, according to the complaint, that certain individual respondents are engineers for certain radio stations.

These representations are exaggerated, misleading, and untrue, according to the complaint.

Besides the Institute, others named as respondents are U. A. Sanabria, President; R. B. Fullerton, Vice-President; A. H. Zamotany, Treasurer, and American Television Institute, Inc., a corporation, and as co-partners, trading as American Television Institute and Sanabria Television Laboratories.

Alleging violation of Section 5 of the Federal Trade Commission Act, the complaint allows the respondents 20 days in which to file answer to the charges.

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MINNESOTA GIVEN NEW BROADCAST STATIONS BY FCC

A construction permit for a new broadcasting station was granted this week by the Federal Communications Commission to Albert Lea Broadcasting Corp., of Albert Lea, Minn., for operation on 1200 kc. with 100 watts power, daytime. The same facilities also were granted to the Winona Radio Service, of Winona.

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TOTAL INVESTMENT IN INDUSTRY PLACED AT $40,000,000

Chairman Anning S. Prall, of the Federal Communications Commission, told the Senate Sub-Committee on Appropriations that the estimated total investment in the broadcasting industry is "in the neighborhood of $40,000,000."

He said there are 24,500,000 homes in the United States equipped with radio sets. In addition, there are 4,000,000 more auxiliary sets in the homes and 4,500,000 in automobiles, making a grand total of 33,000,000 sets in use.

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EXAMINER APPROVES SALE OF KMPC TO GEORGE A. RICHARDS

The sale of all capital stock of the Beverly Hills Broadcasting Corporation, owner of KMPC, Beverly Hills, Calif., to George A. Richards, President of WGAR, Cleveland, and WJR, Detroit, for $125,000 was recommended to the Federal Communications Commission this week for approval by Examiner Ralph L. Walker.

Mr. Richards, who only recently acquired WGAR, has a Winter residence in Beverly Hills. The Beverly Hills Broadcasting Corporation lists its total assets at $40,839.96. KMPC operates on 710 kc., with 500 watts power.

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MOSCOW LIKES POETIC RADIO ADS, CONTEST DISCLOSES

The Radio Centre, Moscow, while it accepts no commercial advertising in the sense that it is understood in the United States, apparently prefers a little poetry mixed with radio trade announcements.

A contest was recently held for the best advertisement for use on the radio. The first price of 1500 rubles was not awarded, but two workers shared the second prize of 1000 rubles by submitting advertisements in verse. The advertised articles were rugs and books.

A third prize went to a woman who submitted an advertisement in story and verse for shops selling children's toys.

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IDAHO AUTO ANTI-RADIO BILL DEFEATED

Word was received from Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, from Boise, Idaho, that the bill to prohibit use of radios in automobiles, recently introduced in the Idaho Legislature, had been defeated. Mr. Geddes, who went to Idaho to lead the fight against the bill, sent the following telegram to Washington late Friday afternoon:

> "All Legislature leaders assure and author concedes defeat of Senator Whitten's bill in the Idaho House of Representatives to prohibit auto radios. Also House Leadership Committee today voted unanimously to kill bill. This followed excellent hearing Thursday before entire House of Representatives and large applauding audience. Radio automotive trades and several broadcasters appeared."

The defeat of the bill in the Idaho House is welcome news to radio manufacturers and broadcasters due to the fact that it passed the Senate February 5th by the close vote of 22-20.

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IT'S A HARD LIFE, PRALL TELLS THE SENATORS

The Federal Communications Commission members have a tough time, according to their Chairman, Anning S. Prall. Whatever they do, somebody gets mad.

Testifying before the Senate Sub-Committee on Appropriations, Mr. Prall said:

"Due to the fact, I believe, that practically every item brought before our Commission is controversial, practically every case we have is protested. Our every act tends to hurt somebody, and therefore we are losing our friends and making potential enemies all the time. Much has been said in the way of complaint to you gentlemen of the Senate, and to Members of the House, about the Communications Commission."

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Denial of an application by Loyal K. King, of Pasadena, Cal., to erect a new broadcasting station in Pasadena for operation on 1320 kc. with 250 watts, daytime, was recommended this week by Examiner Ralph L. Walker to the Federal Communications Commission.

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AUTOMATIC SOS SIGNALS STUDIED BY FCC

Plans to install automatic radio S.O.S. signal devices on all American cargo ships were discussed at a conference of radio manufacturers, telegraph companies and steamship companies on Friday in the offices of the Federal Communications Commission. For months, officials of the Commission revealed radio engineers and experts of the Commission, the Bureau of Standards and the Coast Guard, have been testing two types of apparatus built according to specifications laid down by the Commission.

Their installation would eliminate the necessity of carrying more than a single radio operator on a ship, and would do away with two of the three radio watches now maintained. Signals from vessels in distress using the equipment would be heard not only in the radio room of other ships but on the bridge, in the engine room and at other watch stations.

According to the Commission's tentative plan, the new device would be installed only on cargo vessels, since all passenger vessels will be required, as they are now, to carry enough radio operators to keep a continuous watch at all times.

The sets, which have been built according to the specifications laid down by the Commission and which have been under test since November, were submitted by the Radio Marine Corporation of America and the Mackay Radio and Telegraph Company. The Coast Guard tests were carried out at Fort Hancock, N. J., and the Bureau of Standards experiments were made in the Bureau's Washington laboratories.

Further studies will be made before the final decision to install them is reached, since the instruments have not yet received a practical test during serious atmospheric disturbances.

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THE SPEED OF RADIO DEVELOPMENT AS SEEN BY FCC CHIEF

The Senate Sub-Committee on Appropriations for the Independent Offices wasgiven a striking example of the speed of changes in the radio industry by the FCC Chairman, Anning S. Prall, in this fashion:

"We do not know, and nobody knows, just what is going to happen in radio. Some time ago, in a conversation with an executive of the National Broadcasting Co., at a demonstration of the facsimile machine which is perfected, I said to him, 'What are the newspapers going to do about this?' He said, 'I do not know.' I said: "This thing is going very fast, is it not?' He said, 'It is going so fast that we erected a $10,000,000 building on Long Island, and before it was completed it was practically obsolete.'"

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TWO WASHINGTON TEACHERS TO ADVISE ON RADIO PROGRAMS

The U. S. Commissioner of Education announced this week that two Washington university teachers have accepted his invitation to constitute an expert Advisory Committee for a new group of educational radio programs in the series now being presented by the Office of Education, Interior Department.

The men named are Dr. Ben A. Arneson, head of the Department of Political Science at American University, and Dr. Herbert Wright, Professor of International Law at Catholic University. Dr. Wright heads the Department of Politics at the university.

The series on which they will be advisers will be devoted to telling the development of the civil liberties contained in the Constitution's bill of rights.

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COAST GUARD HEAD LAUDS RADIO IN FLOOD AID

Radio, by spanning the flood-torn gaps in normal communication facilities, has again taken its place in relieving human suffering", writes Rear Admiral R. R. Waesche, Commandant, U. S. Coast Guard.

"The Coast Guard, in common with the Naval Reserve, Army and Amateurs, established a joint emergency radio net of 240 stations to carry on, more effectively, the work of its forces. It is a safe prediction that the swift, nimble hands of radio have snatched from a watery death as many lives as any one force in the disaster.

"The Coast Guard, in common with other relief agencies, will learn many lessons out of the current disaster -- lessons which should test the powers, reveal the weaknesses, and chart the future paths of emergency communications."

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The Czechoslovak Post Office has just announced that plans for the construction of a television transmitter in Prague are now ready, according to World-Radio. The preparatory work will begin very soon and the transmitter will be ready to put out its first tests at the end of this year.

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INDUSTRY NOTES

Glenn Laboratories, Inc., 287 West 127th St., New York City, selling a thyroid treatment for overweight, is charged with unfair competitive practices in violation of Section 5 of the Federal Trade Commission Act. The product they offered for sale, namely "Dr. Thomas' Rx 157" is alleged to have been advertised over the radio and in newspapers and magazines.

George Henry Payne, of the Federal Communications Commission, and Mr. and Mrs. A. Atwater Kent were guests at a dinner given by Ralph Beaver Strassburger, wealthy Pennsylvania publisher and Mrs. Beaver at Palm Beach, Fla., in celebration of the birthday of Mrs. John Dewar, of London.

New wrinkles and gadgets in radio and their meaning to every listener will be explained in a quarterly series to be presented over the National Broadcasting Company by O. B. Hanson, NBC Chief Engineer. The first of the series, an interview with John B. Kennedy, commentator, will be broadcast Tuesday, February 23rd, at 7:45 p.m., EST. Other broadcasts will be offered at three month intervals.

Detrola Radio and Television Corporation reports for 1936 a net income after surtax on undistributed earnings, of $109,725, equal to 80 cents each on 137,500 common shares, against $73,567, or 66 cents a share on 112,000 shares, in 1935.

Dollar Crystal Co., Omaha, Nebr., has been ordered by the Federal Trade Commission to discontinue certain unfair competitive methods in the sale of mineral water crystals, in violation of Section 5 of the Federal Trade Commission Act. These products are sold as "Genuine Texas Mineral Crystals", "Texas Mineral Water Crystals", and other similar names. The order bars representation by means of radio, advertising matter, etc.

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CBS JANUARY BILLINGS 24.2% AHEAD OF 1936

Time sales on the Columbia network for January, 1937, totalled $2,360,740, an increase of 24.2% over the same month in 1936, which was previously the highest January in CBS history. In January 1936 it was $1,901,023.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF FEBRUARY 26, 1937.

No. 1007

HOUSE PASSES BILL TO EASE OPERATING REQUIREMENTS

The House this week passed the Lea bill to permit the Federal Communications Commission to exercise discretion in enforcing requirements of the Communications Act that licensed operators be in charge of all radio transmitting apparatus at all times. It was the first piece of radio legislation called up in either the House or the Senate this session and passed without debate.

Chairman Anning S. Prall, of the FCC, predicted that the bill, if enacted into law, will "permit experimentation in the classes of stations not covered by the exceptions, to determine the practical results of actual operation by means of mechanical devices, and to determine the extent to which such mechanical operation may be permitted consistently with the purposes of the Communications Act.

"It will also contribute to the furtherance of fundamental research in radio", he said.

The bill proposes to amend Section 318 of the Act to read as follows:

"The actual operation of all transmitting apparatus in any radio station for which a station license is required by this Act shall be carried on only by a person holding an operator's license issued hereunder, and no person shall operate any such apparatus in such station except under and in accordance with an operator's license issued to him by the Commission; Provided, however, That the Commission if it shall find that the public interest, convenience or necessity will be served thereby may waive or modify the foregoing provisions of this section for the operation of any station except (1) stations for which licensed operators are required by international agreement, (2) stations for which licensed operators are required for safety purposes, (3) stations engaged in broadcasting, and (4) stations operated as common carriers on frequencies below thirty thousand kilocycles: Provided, further, That the Commission shall have power to make special regulations governing the granting of licenses for the use of automatic radio devices and for the operation of such devices."

An explanation of the purpose of the legislation was made by Commissioner Irvin Stewart in a letter to Representative Cole (D.), of Maryland. The letter, which follows, was printed in the Congressional Record:

"This amendment is designed to give the Commission discretion in certain instances to relax the absolute requirement of Section 318, that all transmitting apparatus at all times of operation must be under the control of a licensed operator.

"The need for such discretion was brought to the attention of the Commission forcibly by an application of the Cruft Laboratory, Harvard University. A general experimental station had been licensed to that institution for several years for the purpose of making continuous observations of the ionosphere. The value of this research depended on continuous operation of the station. The results of the operation were recorded automatically. There was no function which an operator could have performed in this connection other than to keep the station upon its proper frequency. The Cruft Laboratory, in consultation with the Engineering Department of the Commission, worked out an automatic device capable of preventing improper operation of the station. The licensee felt that it could not afford to keep an operator on duty throughout continuous operation and regarded such a requirement as unreasonable in view of the fact that no useful function could be performed by the operator. However, the absolute requirement of Section 318 prohibited such operation. Consequently, this important piece of research had to be discontinued. This is but one of a number of instances in which the actual operation of a station by a licensed operator is impractical and unnecessary from an engineering viewpoint. Useful scientific research is inhibited by the present rigid requirement of Section 318. Free balloons containing small automatic transmitters are useful in obtaining reports and in recording atmospheric conditions at great altitudes.

"The use of automatic transmitters on police cars controlled by a central operator would be of value in this important field of emergency service. It would obviate the existing necessity of requiring that police driving such cars be also licensed operators. Since these stations operate only on the ultra-high frequencies, there is little danger of interference from such operation.

"The development of radio to promote the safety of life and property in the air is also handicapped. Without such a requirement radio beacons could be operated automatically at remote points where the attendance of an operator would be impractical both from a physical and a financial standpoint.

"It is important to remember that control by the Commission over a station is not lost because it is automatically operated. The control over the license of the licensee remains to insure proper operation.

"It should be noted that the amendment suggested by the Commission excluded four classes of stations from the field of discretion of the Commission. These exceptions were carefully designed to avoid conflict with international agreements, to preserve safety and to exclude stations operating with great power or on frequencies where considerable interference might be expected. It may be that the bill as amended before being reported out of committee confers somewhat greater discretion upon the Commission. However, the Commission believes that it can, in the exercise of its discretion, avoid any relaxation of the operator requirements where such relaxation would not be in the public interest."

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STEEL LABOR DRIVE MAY RAISE PRICES ON RADIOS

The threatened drive of John L. Lewis and his Committee for Industrial Organization may result in an increase in the price of radio sets, according to some industrial leaders.

Russell B. Porter, writing in the New York Times from Chicago this week, stated as follows, in part:

"Although John L. Lewis and his Committee for Industrial Organization did not succeed in imposing the closed shop on the automobile industry in the General Motors strike, they did win union recognition.

"Unless the steel industry can turn back the Lewis onslaught decisively, it is feared in industrial circles that the General Motors settlement, plus whatever gains the C.I.O. may make in the coming steel strike, may prove the opening wedge for the introduction of the closed shop in all mass production industries.

"According to many industrial leaders, that would mean greatly increased production costs and correspondingly higher prices for automobiles, electric refrigerators, radios and all the other twentieth century improvements that go to make up the American standard of living."

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PHILIPS CHARGED WITH BARRING AMERICAN RADIO TUBES

In an apparent appeal for American support of a radio trust-busting movement in Europe, R. John Aalberts, secretary of the newly-organized International Association for Independent Radio Interests, charges that the Philips Radio Corporation, of Holland, has entered into contracts which bar American-made radio tubes in certain European countries.

The Association was formed last Fall with delegates from nine countries attending. Headquarters are in Bienne, Switzerland. The circular of the INRIN also carried the first English translation of the resolution under which the Association was founded.

The writer claims to have proofs that "Philips through certain contracts has blocked the import of American-made radio tubes." He continued:

"In one such contract, dated May 31, 1935, and now still in force (it was prolonged until May 31, 1937), signed from the side of Philips by the famous export-manager Mr. O.M.E. Loupart (of Eindhoven) and the general manager of their Czechoslovakian branch office, Mr. Victor Graf, we read under item I.d, that the Czechoslovakian radio-manufacturers agree not to use any radio-tubes imported from America. Under item I.g we read the remarkable statement that the contracting party, Philips, Eindhoven, consents to this agreement, under the formal reservation that also the group of 'American Patent-Owners' agrees.

"This means, that the 'American Patent Owners', known the world over, are agreeing to the blocking of the products of those firms in America who most likely are their clients and license-fees-paying customers. It means, as we see it, clearly, that those fees are demanded and cashed in America, but at the same time the attempt is made secretly to stop the sale of the products of those clients, while Philips c.s. try to sell their own tubes at triple or quadruple prices.

"In the same contract it is said under item II.a, that no American radio-tubes shall come on the Czechoslovakian market, which clause also indicates that the import and sale of American radio-sets should be prevented, no tubes for replacement being available."

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BBC TELEVISION DIRECTOR EXPLAINS PROGRAM PLANS

Gerald Cock, Director of the BBC Television Service, recently outlined his plans for future programs.

"Programs designed for viewing rooms - for what may be called casual viewers - should be different from those for home set owners", he said. "The best viewing-room programs would probably be an ordinary procession of short cabaret and topical 'turns'. But the BBC is working towards an eventual home audience. It is hoped to provide a service with a balanced mixture of entertainment and general interest, presented as only Television can present, and aping neither the cinema, the stage, nor the newspapers.

"At present there is a dearth of suitable light entertainment, but many outstanding artists have been secured.

"General interest subjects will include cooking demonstrations, the world of women, how to deal with accidents in the home, on the road, in factories, and in sport. The Zoo will also provide attractive material. Drama is difficult to present, but there will be excerpts from current productions and a series of one-act plays. The topical feature 'Picture Page' has made good and will continue."

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BRINKLEY READY TO GO THE LIMIT

Observer Jensen of Cowley, Wyoming, in Radio News, writes that in a recent letter received from Dr. Brinkley, he stated that XEAW (now licensed for 50 kw. but, according to his engineers, putting 59 kw. into the aerial) will, sometime in January 1937, be operating on an aerial power of 100 kw. XEAW uses a single tower umbrella antenna, with reflector. The Doctor also stated that if U.S.A. stations should be licensed to use 500 kw., he might possibly boost the power of his XERA to 1,600 kw. At present SERA engineers figure they are putting 350 kw. into a three-tower aerial system with a reflector which is calculated to give a gain of one-third to the North.

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5-YEAR LICENSE TERMS FOR BROADCASTERS IS PROPOSED

A proposal that broadcasting licenses issued by the Federal Communications Commission be increased from six months to five years was made this week in a bill introduced in the House by Representative Anderson (D), of Missouri.

The broadcasting industry immediately hailed the bill as a progressive step. The National Association of Broadcasters, in its weekly bulletin, stated:

"There is no issue less controversial among our membership. Enactment of this bill would greatly increase the stability of the industry. That, we believe, would be in the public interest."

It was recalled, however, that Judge E. O. Sykes, Chairman of the FCC Broadcast Division, at recent hearings before the House Sub-Committee on Independent Offices Appropriations, stated:

"We do not feel that we have yet reached the point where the general spectrum is so good that they (the stations) can operate so well that we are ready to grant licenses for a longer term than six months."

The Anderson bill would amend Section 307(d) of the Communications Act of 1934 to read as follows:

"(d) No license granted for the operation of a broadcasting station shall be for a shorter term than five years and no license so granted for any other class of station shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not less than five years in the case of broadcasting licenses and not to exceed five years in the case of other licenses, but action of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which affect the granting of original applications."

A second section of the bill provides:

"The amendments made by Section 1 of this Act shall not apply to any broadcasting license in force on the date of enactment of this Act until it expires pursuant to the provisions of Section 307 (d) of the Communications Act of 1934 as in force prior to such date."

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CENSUS SHOWS RISE IN RADIO PRODUCTION

Manufacturers of radio apparatus and phonographs in the United States reported a substantial increase in employment and a pronounced increase in production in 1935 as compared with 1933, according to preliminary figures compiled from the returns of the recent Biennial Census of Manufactures, released this week by Director William L. Austin, Bureau of the Census, Department of Commerce.

This industry employed 44,792 wage earners in 1935, an increase of 36.2 percent over 32,879 reported for 1933, and their wages, $42,910,316, exceeded the 1933 figure, $29,654,376, by 44.7 percent. The aggregate value (at f.o.b. factory prices) of radio apparatus, phonographs, and related equipment made in 1935 amounted to $202,865,672, an increase of 70.1 percent as compared with $119,234,930 reported for 1933. Of the 1935 total, $131,341,836 was contributed by complete radio receiving sets, as against $70,553,334 reported as the value of such sets for 1933. These figures include $103,964,958 for 1935 and $56,240,070 for 1933, representing the value of receiving sets for home and general use.

This industry classification embraces establishments engaged wholly or principally in the manufacture of radio apparatus, phonographs, and parts and accessories.

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CONVALESCENCE OF ALMONTE REPORTED

John de Jara Almonte, Evening Manager of the New York National Broadcasting Company, who has been ill for over two months, is reported to be steadily getting better. So satisfactory is his progress at this date that it is expected that the genial "diplomat of the kilocycles" may be back at his regular post of duty within the next few weeks.

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EXCISE TAXES ON RADIOS UP 13.7% IN JANUARY

Collections during January, 1937, of the 5 percent tax on radio and phonograph apparatus by the U. S. Treasury were $683,578.06, an increase of 13.7 percent over the January, 1936, collections of $601,144.68, according to the Radio Manufacturers' Association. Both included taxes payable in January on previous December production.

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HEARINGS HELD ON BILLS TO INCREASE SHIP RADIOS

Hearings were held this week before Senate and House Committees on companion bills to require radio equipment on more American ships than now is demanded under existing laws.

Spokesmen for the Federal Communications Commission endorsed the measures and stated that the legislation is needed to replace "inadequate statutes" and meet the Government's obligations under the 1929 International Convention for safety of life at sea.

The Senate passed a similar measure last year, but it died in the House.

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LISTENS TO IRELAND FOR AN HOUR ON LONG WAVE

It is not unusual to hear all parts of the world on short-wave, but many do not realize that there has also been a tremendous development in the long-wave side of a modern all-wave set. A member of the International Dxers Alliance, of Bloomington, Ill., reports that for a solid hour he listened to the Northern Ireland regional station of the British Broadcasting Corporation.

The transmitter is of 100,000 watt capacity, broadcasting on 977 kilocycles or 307.1 meters. The broadcast was heard between 2 and 3 o'clock in the morning and, of course, couldn't get through under any condition when our own long-wave stations were operating as the Irish frequency is only a few kilocycles removed from KDKA at Pittsburgh.

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1936 RECORD YEAR FOR RADIO EXPORT TRADE

Peak export trade in radio was attained in 1936, according to Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association. Total exports of radio apparatus for the year were $28,284,251, against total exports of $25,454,188 in 1935, the previous high record for the American industry.

The principal 1936 export increase was in parts, although increases were recorded also in sets, tubes, speakers and transmitting apparatus.

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LOTTERY IN SALE OF RADIOS BARRED BY FTC

Standard Distributors, Inc., 114 East 32nd St., New York, and Louis H. Geller, President of the corporation, are named respondents in a Federal Trade Commission complaint alleging unfair competition through providing retailers with the means of conducting lotteries in the sale of radios and food beaters and mixers, and through misrepresentation of certain products and facilities furnished these merchants.

The alleged lottery scheme is said to involve one of paraphernalia furnished by the respondents, including keys and a padlock, such keys being distributed by a merchant to customers with each purchase of a stated amount of goods, usually 25 cents worth. In this manner, according to the complaint, a merchant may pass out a large number of keys, sometimes as many as 4500, two of which fit the padlock. The two lucky key holders are alleged to receive prizes, usually a radio or a food mixer and beater, by means of a game of chance.

The respondents' plan is alleged to be falsely represented to the merchants as a sales promotion plan to get the respondents' products before the public, when, in fact, according to the complaint, it is a plan to dispose of the respondents' products to the merchants.

Radios to be distributed by the respondent are advertised directly or by implication as "Majestic", when, according to the complaint, the sets used for this purpose are not of that well-known brand.

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BBC MUST CARRY GOVERNMENT ADVERTISING FREE

In the British House of Commons recently, Mr. Edwards (Labor Member for Middlesborough, E.) asked the Postmaster-General what charges were made for advertisement on the wireless for Government Departments; and whether facilities were to be offered to other manufacturers.

In reply Major Tryon said: "I understand that the notice in regard to vacancies in the Navy to which I assume the Hon. Member's question refers, was broadcast at the request of the Admiralty under the terms of clause 4 (2) of the British Broadcasting Corporation's license, which provides that the Corporation shall, when requested by a Government Department, broadcast at its own expense any announcement or other matter which the Department may require to be broadcast. Clause 3 of the license prohibits the Corporation from receiving money in respect of the transmission of any broadcast matter and from broadcasting any commercial advertisement."

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NOTES

The Cruft Laboratory, Harvard University, this week was granted a construction permit for a new experimental radio station by the Federal Communications Commission to make continuous automatic observations of the upper atmosphere. The power is 600 watts with a frequency of 2,000 to 8,000 kc., unlimited time.

The U. S. Navy destroyer named in honor of the late Commdr. Tunis Augustus MacDonough Craven, grandfather of Commdr. T.A.M. Craven, Chief Engineer of the Federal Communications Commission, was launched this week at Quincy, Mass.

A bill creating a State Board of Radio Censors, with power to censor radio programs originating in the State, and imposing a 2 per cent tax on local business of radio stations has been introduced in the Washington State Senate by Senator A. E. Edwards.

A favorable report on the application of WOCA, Pensacola, Fla., for permission to increase its power from 500 watts to 1 KW on 1340 kc. was filed with the Federal Communications Commission this week by Examiner Melvin H. Dalberg.

A resolution of the Cuban Department of Communication authorizes the Cuba Transatlantic Radio Corporation, Obispe y Aguiar Streets, Habana, to receive programs from the United States and other countries for local retransmission by Cuban broadcasting stations, and to transmit to stations abroad programs originating in Cuban stations. The establishment of this service is intended to provide a regular direct tie-in between broadcasting networks in the United States and Cuban stations and networks.

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BECKER QUITS TELEPHONE INQUIRY, LAUDS RESULTS

The resignation of Samuel Becker as Special Counsel for the Federal Communications Commission in its investigation of the American Telephone and Telegraph Company was accepted this week by President Roosevelt.

Mr. Becker, who took the post October 2, 1935, said in his letter of resignation that the investigation was substantially completed and that he was anxious to return to his law practice in Wisconsin, where in the pasthe has acted in a special capacity for Governor LaFollette.

The investigation has caused reductions of $22,000,000 in long distance rates this year. Mr. Becker reported and has uncovered facts essential to intelligent regulation of communications in the public interest.

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ZENITH STOCK HAS JUMPED 8374% SINCE 1933

A chart showing how the stock of the Zenith Radio Corporation, Chicago, had risen 8374% since 1933 was carried in a recent issue of the Chicago Tribune.

An explanation of the chart stated:

"At the top of the boom in '29 Zenith Radio sold for $61.75 per share. Later, the same year, the price had frittered away to $6.27. On May 17, 1932, the stock sold at the record low of 50 cents per share, or two shares for a dollar.

"Stock sold at the same low price in 1933, a few days before the moratorium. On Nov. 17, 1936, a price of $42.37 was reached. The recovery from the low point amounted to 8374 per cent."

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NBC'S WEEKDAY DAYTIME REVENUE UP 94%

The National Broadcasting Company's weekday daytime revenue last month amounted to $961,866. This total represents an increase of 94 percent over the same month last year, and tops all previous January figures. Sunday daytime revenue last month was $297,577 - an increase of 78 percent over January 1936.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF MARCH 2, 1937

No. 1008

March 2, 1937

U. S. TO ATTEND NORTH AMERICAN RADIO CONFERENCE

With the aim of eliminating the troublesome Mexican border broadcasting stations, which operate on unauthorized wavelengths, and of ironing out differences between North American countries on long and short-wave frequency allocations, the United States will participate this month in a preliminary technical conference in Havana, Cuba.

The parley was called somewhat unexpectedly by the Cuban Government, and invitations were extended to the United States, Canada, and Mexico to attend. The American delegation will be announced this week by President Roosevelt.

The Havana Conference will be technical in character and will be preliminary to a general conclave of all North and South American nations in the Cuban capital next November.

Although the Federal Communications Commission was uncommunicative regarding the parley pending formal announcement by the President, it was learned that the following have been recommended as the U. S. delegates:

Commdr. T.A.M. Craven, FCC Chief Engineer; Lieut. E. K. Jett, Assistant Chief Engineer; Gerald C. Gross, Chief of the FCC International Section; and Harvey B. Otterman, State Department attorney.

The Havana meeting will be the first gathering of North American countries on radio problems since the Mexico City Conference of 1933, when the U. S. delegation quit the parley after Mexico had demanded a dozen exclusive channels and refused to outlaw the border stations operated by American promoters.

Whether the new conference will be any more successful is conjectural, but FCC engineers are optimistic. It is understood that Commander Craven will insist upon the North American allocation plan proposed by him and his staff in the recent engineering report to the Commission.

Ninety-six regular and ten high fidelity broadcast bands are available to the North American continent. The United States and Canada have an agreement by which this country uses 90 of the waves while Canada has six on an exclusive basis and a dozen regional channels shared with American stations. Canada also has stations operating on six local waves used in the

United States and has one station assigned below the regular broadcast band on 540 kc.

It appears likely that the U. S. delegation will insist upon retention of at least 25 clear channels for this country, as recommended in the FCC report, and that Canada will demand the six exclusive channels it now holds.

Mexico and Cuba have never entered any agreement as to the use of broadcasting facilities.

The most serious interference with American broadcasting has come from the border stations in Mexico operated by former American broadcasters, such as Dr. John R. Brinkley, the "goat-gland specialist", and Norman T. Baker, cancer-cure claimant, formerly of Muscatine, Ia.

Operating with high power and using directional antennae pointed toward this country, these stations have caused technical interference and the type of advertising sponsored over the stations has brought many complaints to the FCC and the State Department, both of whom are powerless to curb the stations.

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PRICES ON TELEVISION RECEIVERS CUT IN BRITAIN

Following the adoption of one technical standard of television transmission from the British Broadcasting Corporation's station at the Alexandra Palace, London, British manufacturers announced startling reductions in the price of television receivers. It is now possible to obtain a receiver of reputable manufacture, which will receive both the television and sound signals from the Alexandra Palace, for as little as £60. Television receivers, which include also provision for the reception of ordinary broadcast programs either on the long, medium, or short wavebands, can be obtained for £80.

Most manufacturers have made arrangements for payments to be spread over a number of months, so that for a small initial deposit and further payments at the rate of one pound a week, it is now possible to own a television receiver. Some manufacturers even offer free service and maintenance of receivers during the period over which payments are being made.

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COLUMBIA PUTS ON GOOD SHOW FOR W. H. CORRESPONDENTS

This was the year for the Columbia Broadcasting System to furnish the entertainment for the annual dinner given by the White House Newspaper Correspondents in Washington, attended by President Roosevelt and most of the other dignitaries in the Capitol. Last year the National Broadcasting Company furnished the talent and each time one or the other of the broadcasting companies gives the President a first-hand idea of what the people in the studios actually look like.

Columbia's offering this year was exceptionally good. Lanny Ross, tenor, stopped the show with half a dozen encores. He, however, referred to President Roosevelt as the greatest radio artist.

Bob Trout, Columbia's presidential announcer, rather outshone the professional master of ceremonies provided for the occasion. Bob told the amusing story of how, when the President returned from Hawaii, he had to talk for one solid hour holding the radio audience until President Roosevelt decided to come ashore.

"It was probably the longest introduction anyone ever had to make for the President", Mr. Trout went on. "I talked and I talked and finally when to my relief, the President came down the gang-plank, all he said was, 'I'm glad to be home again', and then I said, 'This is the Columbia Broadcasting System.' And I say in closing the show tonight, 'This is the Columbia Broadcasting System.'"

Edward Klauber, the First Vice-President of Columbia was personally in charge of the entertainment. During the evening there was a toast to Harry Butcher, Washington Vice-President of Columbia, who had been prevented from attending by a sudden attack of the grippe.

Preceding the dinner, cocktail parties were given by Columbia and NBC, the latter being made the occasion to meet Clay Morgan, new publicity representative.

Among those of the radio world who attended were:

Kenneth H. Berkeley, WRC, Washington, D.C.; Louis G. Caldwell, former General Counsel of the Federal Radio Commission; Vincent Callahan, Assistant to the Vice-Presidnet of NBC in Washington; Norman S. Case, Federal Communications Commissioner; James Chinn, Radio Editor, Washington Star; T.A.M. Craven, Chief Engineer, Federal Communications Commission; Hampson Gary, General Counsel, Federal Communications Commission; John Guider, radio counsel, Washington; F. P. Guthrie, R.C.A. Communications, Inc., Washington, D. C.; Robert D. Heinl, Heinl News Service, Washington, D. C.; Don Higgins, Acting Publicity Director for Columbia Broadcasting System, New York City.

Also, G. W. Johnstone, Station WOR, Newark; Paul Kesten, Vice-President, Columbia Broadcasting System, New York City; Edward Klauber, First Vice-President, Columbia Broadcasting System, New York City; Philip G. Loucks, Radio Counsel, Washington, D. C.; Clay Morgan, new Publicity Director, National Broadcasting Company, New York City; Frank Page, Vice-President I. T. & T., New York City; Duke Patrick, former General Counsel of the Federal Radio Commission, Washington, D. C.; Anning S. Prall, Chairman, Federal Communications Commission; Victor M. Ratner, Columbia Broadcasting System, New York City; A. D. Ring, Assistant Chief Engineer, Federal Communications Commission; John S. Royal, Vice-President, National Broadcasting Company, New York City; J. D. Secrest, Washington Post; Oswald F. Schuette, Radio Corporation of America, Washington, D. C.; Kurt Sell, German Broadcasting Company, Washington, D. C.; Carleton Smith, National Broadcasting Company, Washington, D.C.; Sol Taishoff, publisher of Broadcasting magazine; Paul White, Columbia Broadcasting System, New York City; A. D. ("Jess") Willard, Jr., Manager of Station WJSV, Washington, D. C.; and Frank Wisner, head of the publicity section, Federal Fommunications Commission.

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$150,000 ENDOWMENT SOUGHT BY U. S. EDUCATION COMMITTEE

A fund of approximately $150,000 for furtherance of radio educational programs has been recommended by a subcommittee of the Federal Radio Education Committee named last year by the Federal Communications Commission. The Committee is headed by Dr. John W. Studebaker, Director of the U. S. Office of Education, and comprises 40 leading educators, broadcasters and representatives of religious, welfare and other groups.

Conversations with officials representing the Carnegie and Rockefeller foundations have been in progress for several weeks through a subcommittee of the Federal group with likelihood of the endowment being forthcoming from those organizations.

Members of the finance sub-committee include James W. Baldwin, Managing Director of the National Association of Broadcasters; Frederic A. Willis, Assistant to the President of Columbia Broadcasting System, and John F. Royal, Program Vice-President of the National Broadcasting Company, for the broadcasting industry, along with Dr. Levering Tyson, President of Muehlenberg College and retired Executive Secretary of the National Advisory Council for Radio in Education; Dr. W. W. Charters, of Ohio State University, and Hadley Cantril of Yale, representing the educational group.

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RADIO INQUIRY, NEWSPAPER CURB AT STANDSTILL IN CAPITOL

Both the proposal of Senator Wheeler, Chairman of the Senate Interstate Commerce Committee, to prohibit newspaper ownership of radio stations and that of Representative Connery, Chairman of the House Labor Committee, for an investigation of the broadcasting industry are apparently at a standstill.

Despite efforts of Mr. Connery to get a hearing on his resolution, the House Rules Committee so far has not granted him a hearing. Senator Wheeler, after obtaining the data he requested on newspaper ownership of radio stations, has taken no steps toward drawing up corrective legislation as he threatened.

The delay may be due partly to the fact that the President's judiciary proposal has crowded all other legislation out of the way temporarily. However, newspaper interests are inclined to believe that Senator Wheeler will not push his proposed ban on newspaper control of broadcasting outlets.

The radio investigation asked by Congressman Connery appears at this stage to have a better chance, but it may be so hedged about with safeguards that it will not amount to much when ordered. Chairman O'Connor, of the Rules Committee, is determined that no harm will come to his good friend, Anning S. Prall, Chairman of the Federal Communications Commission.

Meanwhile, newspapers and their trade organs have been denouncing Senator Wheeler's proposed curb in editorials.

The Hartford Times suggested that if newspapers are not to be permitted to operate broadcasting stations then radio should be compelled to gather its own news.

The paper points out that newspapers exist primarily for the purpose of presenting the news of the world through the medium of paper and ink and that radio is merely another means of presenting the news.

Editor and Publisher had this to say, among other things, of the Wheeler idea:

"After reading all the legal hems and haws in the opinion of Mr. Hampson Gary on the right of Congress to prohibit newspaper ownership of radio stations, we must conclude that counsel for the Federal Communications Commission has no more knowledge and no better guesses than any other human, judge, lawyer, or layman.

"To our prejudiced mind, the proposal of Senator Wheeler to bar newspapers from radio is ridiculous. If ever

science and commerce produced a pair of natural adjuncts, they did when radio entered the field of public communications previously dominated by newspapers. During the past century, the press has laboriously constructed a machine for supplying the nation with intelligence the like of which recorded history has not seen. The machine functions, if not to perfection, with greater precision and smoothness than any other instrument of our civilization. With slight modifications, it can be applied to the new communications medium at a maximum of public convenience and a minimum of duplicated effort and expense.

"It is being applied in that manner by more than 150 daily newspapers which now own or operate stations. The number has increased steadily as newspapers have come to recognize that kinship unites the press and broadcasting more strongly than their competitive aspects separate them. The competition which raged for several years was senseless and hurtful to all concerned.

"Forget all cries of 'freedom of the press', 'due process of law' and the other legal shibboleths. Consider the question on the basis of straight common sense, and no other conclusion can be reached than that no radio-press monopoly is likely under existing law and under existing commercial conditions."

Newsdom, another trade organ, says:

"Word comes from Washington that Senator Wheeler's abortive scheme to prohibit newspapers from owning radio stations will be given a fitting burial in one of the many bureaucratic wastebaskets which are rarely called into service for such a purpose.

"Senator Wheeler's pet phobia, monopoly, carries him to extremes at times. He fears that the press will control the principal means of communications if publishers are permitted to own radio stations and broadcast news therefrom. But as the Hartford Times points out this week, the newspaper's main function is not only to gather news and disseminate it through the medium of paper and ink, but also to feed it to the radio which has no large news gathering organizations of its own.

"Our principal press associations, the United Press, Associated Press and International News Service are the main sources of news now being broadcast and rehashed by commentators. Surely Senator Wheeler would not contend that any one of these groups holds a monopoly on news. It does not take an act of Congress to permit any outside group to compete with these press associations if that group sees fit to do so. Of course it may take the outsiders many years to acquire the

technique of news gathering and the experience may involve a huge expense yet they can do so if they so desire.

"The complainant in the case seems to be Senator Wheeler who has set up a straw man that he may knock him down with a vengeance to the delight of demagogic press-baiters."

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CORONATION TO PUT TELEVISION TO PRACTICAL TEST

The first practical use of television on a large scale in connection with a public spectacle is to take place in London this Spring, when views of the coronation procession will be broadcast by the British Broadcasting Corporation.

Workmen are already engaged along the route in the West End of London in laying wires that will connect machines on the spot with the company's Alexandra studio.

It is reported that the coronation broadcast will involve a large expenditure by the corporation, the cost of writing alone being about £ per yard.

Although the Derby horse race was televised last year, it was a private enterprise and more in the nature of an experiment than a practical demonstration of television.

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ROOSEVELT, JR. ATTENDS KLAUBER "SIT-DOWN" LUNCHEON

A flattering turnout, including James Roosevelt, the President's newest secretary, greeted Edward Klauber, First Vice-President of the Columbia Broadcasting System, at a beautifully staged luncheon in Washington last Friday.

"Harry Butcher, Columbia V-P, in the Capital, is right up with the times in having a 'sit-down' luncheon as differentiated from the numerous buffet affairs so frequently encountered in Washington", one of the guests observed, as he sat down apparently grateful to be served at a table in the old-fashioned way.

Mr. Klauber came to Washington to attend the White House Correspondents' Dinner, the entertainment for which Columbia furnished this year. The only speech made at the luncheon was the impromptu breaking in of District Commissioner George E. Allen, who told about an intelligence test he had been holding at his office a short time before. It was for a man seeking a job in one of the Washington city

departments. Commissioner Allen, having the luncheon in mind, asked him, "How many people work for Columbia?" To which the applicant immediately replied, "About one-third."

Among those who came to meet Mr. Klauber were Secretary of Agriculture Wallace; Stephen Early and Marvin McIntyre, secretaries to the President; Lawrence Richey, who served as secretary to President Hoover; Joseph Tumulty, who served in the same capacity to President Wilson; Chester C. Davis, of the Federal Reserve System; Judge Eugene O. Sykes, Federal Communications Commissioner; Admiral W. D. Leahy; Merle Thorpe, Editor of the Nation's Business; Bond Geddes, Vice-President of the Radio Manufacturers' Association; Martin Codel and Sol Taishoff, publishers of Broadcasting magazine; Louis G. Caldwell, counsel for Station WGN, Chicago; Arthur Sears Henning, Chicago Tribune; Hal Smith, New York Times; Paul Leach, Chicago Daily News; Charles O. Gridley, President, National Press Club; William Dolph, Station WOL, Washington; Framk M. Russell, Vice-President, National Broadcasting Company; Paul Porter, new attorney for Columbia in Washington, and A. D. ("Jess") Willard, Jr., Manager of Station WJSV.

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BRITISH RADIO LICENSES NUMBER 8,071,464

The total number of radio receiver licenses in force in Great Britain at the end of January, 1937, was 8,071,464. This figure compares with 7,478,617 at the end of January, 1936, and represents an increase during the year of 592,847.

Every owner of a wireless receiver in Great Britain and Northern Ireland must obtain from the British Post Office an annual license, which costs ten shillings. Free licenses, however, are issued to blind persons. Under the terms of its Royal Charter the British Broadcasting Corporation receives approximately six shillings and tenpence from each license fee.

In the High Court of Justice in London recently, the decision of the Postmaster-General that listeners who receive their broadcast programs through the medium of wireless exchanges must each purchase a wireless receiving license was upheld. Wireless exchanges are numberous throughout Great Britain. By this practice a central receiver is established in a congested area or within a large block of flats, and in return for a small annual payment listeners can obtain their programs from a loudspeaker provided by the operating company, which is connected to the central receiver by means of specially installed wiring. Listeners who receive their programs in this manner number several hundred thousand.

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UNDER-BIDDING ON GREEK STATION IS DISCLOSED

"Further details are now available regarding the radio broadcasting station contract recently awarded to Telefunken", writes U. S. Commercial Attache K. L. Rankin, from Athens:

"As a means of out-maneurvering the 5 other bidders whose tenders were being considered by the Greek Ministry of Communications, Telefunken made a last minute offer to supply a 15 kw. transmitter at the price of a 10 kw. unit. Telefunken further offered to have it ready for operation within 3 months from the completion by the Government of the necessary building. The price quoted for a 10 kw. transmitter, which also applies to the 15 kw. unit, was 225,664 reichsmarks payable in 7 annual installments at 6 percent interest per annum. Payment will be effected, of course, through the Greco-German clearing arrangement. Telefunken further promised to make the Greek Government a present of the 15 kw. transmitter if it is awarded the contract for the 100 kw. station which is being contemplated for Athens at a later date.

"For these considerations presented at the last minute, the Government decided to ignore all the tenders for 10 kw. transmitters and accept Telefunken's offer for a 15 kw. installation, without giving a chance to the other bona fide bidders to amend their tenders.

"The thing which now worries the unsuccessful bidders is not so much the loss of the comparatively unimportant contract for a 10 kw. or 15 kw. transmitter but the possibility of the purchase from Telefunken of the larger station without an adjudication on the basis of the attractive offer made by the firm in connection with the sale of the 15 kw. unit."

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RCA NET PROFIT FOR '36 IS 20% ABOVE '35

The annual report of the Radio Corporation of America, issued late last week, shows that its net profit for 1936 was $6,155,937, an increase of 20 percent over the net of $5,126,672 in 1935. After allowing for all preferred dividends paid or accrued in the year, there remained $2,845,285 applicable to the common stock, or 20½ cents a share.

Gross income received by the corporation from all sources, including both sales and service, amounted to $101,186,-310, compared with $89,228,898 in 1935, an increase of 13.4 percent. The cost of operation for 1936 was $89,722,151, compared with $78,885,740 in the preceding year. Included in the cost

of operations are those for goods manufactured and the operating expenses for broadcasting and communication services, as well as the costs of research and development, advertising, selling and administration.

The net income for 1936, before deductions for Federal income taxes, interest, depreciation and amortization of patents, amounted to $11,464,159, compared with $10,343,159 in 1935, a gain of 10.8 percent. Provision for Federal income taxes, interest, depreciation, amortization, etc. totaled $5,308,223, compared with $5,216,286 in the preceding year.

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* * INDUSTRY NOTES * *

Alfred J. McCosker, President of WOR, returned last week to WOR from a Winter vacation in Florida with Mrs. McCosker.

Arcturus Radio Tube Company reports a net loss of $213,178 for 1936, after inventory write-offs, compared with net profit in 1935 of $23,480, equal to 2 cents each on 1,200,000 $1 per capital shares.

Effective April 1st, the rate for Station WEBC, Duluth-Superior, of the NBC Northwestern Group, is increased to $140.00 per evening hour, according to Roy C. Witmer, NBC Vice-President in Charge of Sales. Current advertisers or new advertisers contracting for this station prior to April 1st, for a starting date of not later than 90 days from April 1st, may continue at the old rate of $120.00 per evening hour for one year from April 1, 1937, as long as they continue the use of this station on a Network basis without interruption.

Mr. Harry Butcher, who is suffering from the grippe is reported to be better at this date, his fever having broken. Mrs. Butcher, unfortunately has contracted it now and is on the sick list.

J. R. Poppele, Chief Engineer of WOR, said last week on the "Statendaam for an 18 day cruise to the West Indies and South America. Poppele is accompanied by Mrs. Poppele and their two daughters, June and Lorraine. Mr. Poppele, while at Caracas, Venezuela, will be a guest of honor at the opening ceremonies on March 6 of Station YV5RP, which will operate on 6270 kilocycles.

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VENEZUELAN CURB ON RADIO IMPORTS REMOVED

An official announcement in the Caracas press states that it is no longer necessary to obtain special permission to import radio receiving sets and accessories. The text of the announcement is as follows:

"The Director of Telecommunications, by order of the Minister of Communications, announces to the trade of the country and to the public in general that, from that date, it is not necessary to request permission to import radio receiving apparatus or their accessories, as according to Article 80 of the Regulations of Radio transmission, it is only necessary to advise the appropriate custom house, in order that the functionary designated by the Direction of the Service may ascertain whether said apparatus and their accessories are or are not receivers and if the order conforms to the law."

The customs authories, according to the law, should be advised when shipments of radio apparatus have arrived.

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WRC ASKS NEW POWER AND TRANSMITTER SITE

Permission to install a new transmitter at a different location, increase the power, and erect a new antenna for Station WRC, outlet of the NBC Basic Red Network at Washington, D. C., is sought in an application filed with the Federal Communications Commission by the National Broadcasting Company.

Operation of WRC with the new equipment and the increased power would materially strengthen its signal and more than double its area of coverage, according to NBC engineers. At present, WRC operates with a power of 1,000 watts in the day and 500 watts at night on 950 kc. The NBC application is for an increase in power to 5,000 watts in the day and 1,000 watts at night.

The new transmitter to be used would be of the ultra-modern, high fidelity type, built by the Radio Corporation of America.

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No. 1009

STEWART RAPS PRESS CONTROL, ADDS TO FCC'S CALCULATION

Filing a dissenting opinion in the case of Dorrance D. Roderick, of El Paso, Texas, Commissioner Irvin Stewart this week made the first attack from the Federal Communications Commission on newspaper ownership of radio stations and submitted new figures to show that 200 stations, rather than 150 as stated by the FCC, are controlled by newspapers.

Mr. Stewart attacked the Roderick grant and urged a rehearing on the ground that it may result in the extermination of the only competing station KTSM, and thereby permit a newspaper to control the only broadcasting station in the community. Roderick also owns the El Paso Times.

His argument follows in general the line of reasoning of Senator Wheeler (D.), of Montana, who has stated he will introduce a bill to restrict newspaper ownership of broadcasting stations.

"Broadcasting has given the listener the means of checking on the newspaper", Commissioner Stewart said. "More important it has given him a means to supplement the information he gets from the paper, to get matter denied him in the process of editorial selection or because of the limited resources of the publisher. This does not mean that he always gets better or more accurate information over the radio. The reverse may often be the case. Editorial discretion is a part of the broadcaster's stock in trade as it is of the publisher. There are instances in which the broadcaster has used his editorial discretion in a manner heartily to be condemned by fair minded men. The main thing is that where the newspaper and the broadcast station are separately controlled, the listener may receive the full benefit of both - that he has more chance to decide for himself what is really happening, what its influence upon him, his family, his community, his country is likely to be. Obviously the newspaper and the broadcast station can not be checked against each other when both are under the same control. To some this solicitude for channels of information independent of each other may seem a counsel of confusion; to me, it is a principal hope of democracy.

"As possibly shedding some light on the question of public interest as affected by newspaper control of broadcast stations it may be observed that one of the most direct requests that the Commission limit the freedom of speech of broadcasters was made on behalf of the American Newspaper Publishers' Association. That Association, on June 22, 1936, requested the Commission to fix definite periods as the only times at which news could be broadcast.

"Persons familiar with developments in broadcasting are aware of the exceeding rapidity with which broadcast stations are passing into newspaper control. It is not possible to compile a list of newspaper controlled broadcast stations with assurance that it is complete. This is due to the fact that the Commission does not require the disclosure of information leading to ultimate control. Where the application of a station shows that its stock is owned by another company, the name of the owning company does not always give a clue to its real business. Thus one cannot state with absolute finality the number of broadcast stations owned or controlled by or affiliated with newspapers or persons interested in publishing newspapers. The number may be somewhat larger than that given below.

"Likewise it is not possible to define in a single term all types of relationship between newspapers and broadcast stations. In some cases the company owning a newspaper owns the broadcast station; in some the same holding company owns both; in some each is owned by a separate holding company, in turn owned by the same persons; in some the publisher of the newspaper owns the station as an individual; and there are several other variations of the same general idea. For simplicity of expression I am referring to all such cases collectively as newspaper controlled stations. In the total figures for newspaper controlled stations given below, there are included 29 existing stations and 12 pending applications where the ascertainable newspaper interest is 49% or less or the common relationship is one which may fall short of control.

"In an endeavor to obtain complete information as to newspaper control of broadcast stations, I have supplemented the information disclosed by the Commission's records with such outside information as is available. The totals given below include four existing stations where the newspaper interest is not apparent from the Commission's records; in these cases the interest common between the newspaper and the broadcast station may be short of controlling. Within the limitations set out above, the following figures show the situation with respect to newspaper controlled broadcast stations as of February 16, 1937:

Existing Stations Controlled by Newspapers	Pending Applications to Transfer Existing Stations to Newspaper Control	Pending Applications for New Stations to be Newspaper Controlled
200	8	103

The Commissioner then included a table showing the dates from which newspaper control of the stations had been continuous.

"Comparatively few of the present stations were newspaper controlled during the highly experimental period prior to the creation of the Federal Radio Commission", he continued. "Newspaper control of most of them dates from the time when broadcasting had definitely demonstrated its value as a news distributing medium and its power to make money as an advertising medium. More than one-half of them have come under newspaper control since January 1, 1934, after the revenues of broadcast stations had stood up so significantly during the depression. The greatest rate of increase has occurred since the establishment of the Federal Communications Commission. In 1935 the Commission approved nearly twice as many newspaper stations as during 1935. In the period January 1 - February 16, 1937, eight newspaper controlled stations have been authorized; in the same period of 1936 none were authorized.

"There is no reason to believe that the demand for newspaper controlled stations will not continue. Although broadcast stations have come under newspaper control at a constantly accelerating rate, there were pending on February 16, 1937, a total of 111 applications the granting of which would result in other stations coming under newspaper control. The corresponding figure stood at 97 on October 1, 1936, at 87 on August 1, 1936, and at 62 on February 1, 1936. In other words, in spite of the rapidity with which newspaper stations have been authorized, there has been a steady increase in the number of applications yet to be acted upon. Even the open-handed policy thus far pursued has not been able to keep up with the demands of newspapers for broadcast stations.

"To these newspaper stations which were among the pioneers in the development of broadcasting, much credit is due. However, the table shows that few of the stations presently controlled by newspapers were among the pioneers. Most of the newspapers now controlling stations merely jumped on the bandwagon.

"Of more than passing interest is the following: in the case of only 78 out of the total of 200 newspaper controlled stations does the newspaper interest date from the construction permit or other original authorization. In the other 122 cases the newspaper interest has been projected into an already existing station.

"There are 103 cities in which the only broadcast station is newspaper controlled, 8 cities with two broadcast stations each in which both stations are newspaper controlled, and 2 cities with three broadcast stations each in which all three are newspaper controlled. Thus there are 113 cities in which all local broadcast stations are under newspaper control."

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CURB ON RADIO TESTIMONIALS PROPOSED IN BILL

A Federal restriction on advertising testimonials broadcast by radio stations was proposed this week in a bill introduced in the House by Representative Maloney (D.), of Louisiana.

The measure, which seeks to amend Section 317 of the Communications Act by adding a new subsection, reads:

"(b) It shall be unlawful for any individual to broadcast by radio communication any recommendation of the use of any article and, in such broadcast, to indicate that such person has used such article, unless such individual shall, at the time of such broadcast, also broadcast the fact, if true, that the recommendation was secured by the promise or payment of money or other valuable consideration, or that such person has been promised or has received money or other valuable consideration for the broadcast of which such recommendation is a part."

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GARY TALKS ON PROCEDURE BEFORE FCC TO LAW ALUMNI

An address by Hampson Gary, General Counsel of the Federal Communications Commission, to the Georgetown University Alumni Club, Washington, on legal procedure before the FCC, was printed this week (March 4) in the appendix of the Congressional Record.

After discussing the rules of the Commission in detail, Mr. Gary said:

"Since the adoption of these rules the Commission has become aware of some inadequacies - that one or two rules appear to be working a hardship in some respects. It was, of course, to be anticipated that the rules would need some revision and amendment after there was a practical try-out of them. It is the earnest desire of the Commission to correct inequities, and it welcomes constructive suggestions from which it may evolve amendments to the rules to the end that its procedure will respond more nearly to the purposes of the Act and the needs of the administration thereunder; in a word, that they may render maximum usefulness.

"The determination of the proper balance between public need and private ambition in the communications field presents a challenge to our honored profession. As science forges ahead and lays yet more wonders at our feet, may we keep pace in promoting and safeguarding these advances for the common good and make due contribution to the health, happiness, and welfare of all the people."

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RADIO MANUFACTURERS EVENTUAL TARGET OF C.I.O.

The scheduling of a conference this week between the General Electric Company and the United Electrical and Radio Workers for March 15th led to predictions in broadcasting circles that John L. Lewis' Committee for Industrial Organization will eventually make demands for wage and hour improvements, and probably recognition of the UERW, on the principal radio manufacturers.

Lewis has indicated that he will start negotiations with the smaller industries after obtaining benefits from the larger, such as the steel and automobile manufacturers.

The success of Lewis in obtaining concession from General Motors and leading steel companies, labor leaders predict, make it inevitable that demands will be made of the radio industry.

The General Electric-UERW conference will affect 60,000 employees. It will be held in New York City.

A blanket increase of 10 cents an hour for all employees, including salaried ones; increased compensation for certain shifts, revision upward of bonuses and elimination of all forms of the "group incentive or speed-up system" of payment will be among the questions discussed at the conference.

While the negotiations will concern more immediately wage and working conditions in the Schenectady plant, a Committee elected by the Union in January to draw up a proposed basis for bargaining on a scale affecting all the plants of the company, will also participate in the conference.

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FCC NOMINATES ENGINEERS FOR BUCHAREST PARLEY

The Federal Communications Commission has recommended E. K. Jett, Assistant Chief Engineer in charge of Telegraph, and Gerald C. Gross, Chief of its International Section, as representatives of this country at the International Radio Consulting Committee meeting in Bucharest in May.

The appointments must be approved by the State Department and made by the President. State, Army and Navy delegates also will be named. The meeting is preparatory to the International Telecommunications Convention to be held in Cairo, Egypt, early next year.

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RCA TELEVISION RECEIVED 45 MILES AWAY, REPORT STATES

Reception of the experimental television broadcasts by the Radio Corporation of America in New York City has been achieved as far away as 45 miles, according to the RCA annual report to its stockholders. This is farther than the regular transmission distance of the BBC television broadcasts in London.

The RCA report on its television experimentation reads as follows:

"RCA television was taken from the laboratory in 1936 for practical field tests under everyday working conditions. These tests are continuing with gratifying success.

"The tests began on June 29, 1936, on the basis of 343 lines to the picture. Later, those engaged in the research agreed that 441 lines would be a more desirable standard for ultimate public service. Accordingly, the new standard was adopted. Successful field tests on the new, 441-line standard have been in progress since January 19, 1937. The need for additional experimentation indicates that this work will continue for some months to come.

"In the field tests now in progress, images of motion pictures as well as living talent are being successfully transmitted to approximately 100 receivers located in the homes of RCA technicians in the greater metropolitan area of New York City. The distance over which these television programs have been received has exceeded our immediate expectations. In one favorable location programs have been consistently received as far as 45 miles from the television transmitter.

"The tests have been highly instructive. Much has been learned about the behavior of ultra-short waves and how to handle them. More is known about interferences, most of which are man-made and susceptible of elimination. The difficulties of making apparatus function efficiently outside the laboratory are being surmounted. The technical fundamentals of our system have been confirmed. Theory has been put into practice, and the experience gained thereby is enabling the laboratories to chart the needs of a practical television service.

"A major problem in television is that of network program distribution. The present facilities for distributing sound broadcasting cover the vast area of the United States and serve its 128,000,000 people. Similar coverage for television programs in the present state of the television art would require a multiplicity of transmitters and network interconnections by wire or by radio facilities still to be developed."

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U. S. DELEGATES NAMED FOR NORTH AMERICAN PARLEY

The State Department this week announced the names of the delegation which will represent the United States at the North American Technical Radio Conference at Havana March 15-22 (see last news letter). In its official announcement the Department said:

"This Government has accepted an invitation of the Government of Cuba for participation in a preliminary regional radio conference to be held at Habana from March 15 to 22, 1937, for the purpose of consulting with representatives of the Governments of Cuba, Canada and Mexico regarding radio matters in this hemisphere, particularly broadcasting. The object of the meeting will be a consideration of problems of interest to all of the participating governments and the formulation of an agenda for a formal regional radio conference to be held in early November of this year and to be participated in by the governments of the Western Hemisphere.

"Commander T.A.M. Craven, Chief Engineer of the Federal Communications Commission, has been selected to act as Chairman of the American delegation to the preliminary conference. The other delegates of this Government are to be Mr. E. K. Jeff, Assistant Chief Engineer, and Mr. Gerald C. Gross, Chief of the International Section of the Federal Communications Commission, and Mr. Harvey B. Otterman of the Treaty Division of the Department of State."

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BBC TO LAY COAXIAL CABLE TO BROADEN TELEVISION

As a means of broadening the range of the BBC television broadcasts in London, the General Post Office is to lay a coaxial cable around inner London so that "outside" television broadcasts may be made with the new television van recently purchased by the B.B.C., according to U. S. Assistant Trade Commissioner Henry E. Stebbins. This cable will be tapped at various places as occasion requires, such as during the Coronation, thus giving a much greater degree of flexibility in television broadcasts. In addition to being able to feed pictures from the camera to the coaxial cable, the van will have an ultra short wave transmitter to take care of the sound. It is understood that the range should be about 6 miles on the average, subject to variations.

With this van and cable it is hoped that sporting events such as cricket, horse and greyhound racing may be televised on the spot.

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FRENCH LISTENERS RAP PROPAGANDA, PICK RADIO COUNCILS

The balloting this week of French radio listeners for councils to govern France's 12 regional broadcasting stations attracted world-wide attention because (1) the election is unique and (2) the listeners registered a protest against the use of propaganda over the ether waves by the Government.

The New York Times in a special Paris dispatch noted the significance of the radio ballot. The correspondent said, in part:

"France has been holding radio elections this week which have caused almost as much excitement as a Parliamentary poll. In fact, the campaign has been conducted on such well-defined political lines and politics have been injected to such an extent that some people go so far as to speak of it as a kind of straw vote on the accomplishments of the Blum Cabinet in the last nine months.

"That is doubtless going too far. But what the elections clearly show is that propaganda is two-edged.

"Apart from any possible political significance, however, the elections have considerable general interest in that they mark virtually the first consultation of listeners-in in any country, where radio is a government monopoly.

"Regardless of age, sex or nationality any person paying a tax on a receiving set is entitled to vote for listeners' representatives on the management councils, which supervise the preparation of programs. When these groups were created under a Rightist government the listeners delegates also had a word to say in financial matters, but the Popular Front government abrogated such control over the expenditure of the proceeds from taxes on radio sets amounting to some 150,000,000 francs annually. The management councils consist of thirty members of which one-third are popularly elected, the remainder being named by the government.

"There are two main tickets in the current election, namely, the Radio-Family, roughly representing the Right parties and church influence and the Radio-Liberty, representing the Left parties with the Communists active in the electoral campaign.

"Both sides charge bribery and corruption. The Radio-Liberty party accuses its opponents of purchasing wholesale numbers of crystal set licenses costing only 15 francs apiece.

"However, all politics apart, the result of the elections stands out as a protest against propaganda. The Blum Cabinet made no secret that it was using broadcasting for political purposes, but overzealous subordinates packed the programs with many political talks and tinted the news with such pronounced party bias that many listeners, even if adherents of the Left parties, preferred to switch on foreign stations for some music.

"Whatever else the poll may be construed to show it undoubtedly proves that there is such a thing as overdoing propaganda."

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TWO NEW HIGH FREQUENCY STATIONS GRANTED LICENSES

The Federal Communications Commission this week granted construction permits for the erection of two new high frequency radio stations. They are:

Ben S. McGlashan, Los Angeles, on 88,000, 120,000, 240,000, and 500,000 kc., with 500 watts; and Charleston Broadcasting Co., Charleston, W. Va., 26,100 kc., 500 watts.

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EFFECTIVE DATE OF FCC RULE POSTPONED

The effective date of Rule 981 of the Federal Communications Commission was further postponed for a period of 6 months from March 15, 1937, to give the manufacturers additional time in which to perfect this equipment for sale to the licensees. (This rule relates to frequency monitors).

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The Chairman of the Telephone Division of the Federal Communications Commission announced this week that further hearings in the telephone investigation will begin at 10:00 A.M, March 22nd.

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WOMEN'S RADIO COMMITTEE TO MAKE AWARDS MARCH 31ST

The Women's National Radio Committee will hold its annual award luncheon Wednesday, March 31st, at the Hotel St. Regis in New York City, the newly elected Chairman, Mme. Yolanda Mero-Irion, has announced.

The Committee is increasing the number of awards this year from five to six, the classifications including musical, dramatic, variety, news, and children's programs, and also an adult educational program.

The award committee will be made up of representatives of the Women's National Radio Committee and of specialists in the various fields which are under consideration. Announcement of the awards will be made to a Nation-wide audience through networks of the major broadcasting companies.

Federal Communications Commissioner Anning S. Prall, executives of the broadcasting companies and other distinguished representatives of the radio world will be invited to attend.

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LORD'S PRAYER PLAQUE IS UNIQUE BROADCAST SOUVENIR

Unique among radio souvenirs for listeners is the miniature plaque carrying the complete text of the Lord's Prayer which Station KFUO, the Lutheran outlet at St. Louis, is offering listeners to the Lutheran Hour network program.

Station KFUO is the key station for the religious broadcast, now on 28 stations, including two short-wave transmitters. Herman H. Hohenstein, director of KFUO, said that approximately 5,000 pieces of fan mail are received every week.

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White House sources said this week that Mrs. Franklin D. Roosevelt will begin in mid-April a 13-week series of talks on a commercial radio program. Her compensation, these sources said, will be paid directly to the American Friends' Service Committee, a charitable organization with headquarters at Philadelphia. The remuneration was not announced.

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LAWYERS GIVEN TELEVISION TEST BY NBC

Members of the Communications Committee of the New York County Lawyers' Association were to get their first practical experience in the operation of television, Friday night, March 5th, when they were the guests of the National Broadcasting Company, at a television demonstration in Radio City.

The demonstration was arranged by A. L. Ashby, Vice-President and General Counsel of the National Broadcasting Company, Director of the N.Y.C.L.A., and Chairman of the Communications Committee. Charles Evans Hughes, Jr., President of the Association; Robert C. Morris, Past President; Terrence J. McManus, Secretary and approximately thirty members of the Communications Committee were present.

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HEARING HELD ON GLOBE WIRELESS RADIO-MAIL SERVICE

The Telegraph Division of the Federal Communications Commission this week was engaged in a lengthy and technical hearing on the question of whether to approve or disapprove the radio-mail service furnished by the Globe Wireless Company and the Pacific Islands.

RCA, Mackay, Western Union, and the Commercial Pacific Cable Co. were united in protesting against the service, which is said to be cheaper than the normal radio or cable communication rates. It also reputedly does not meet other standards.

The hearing has been in progress all week and will continue into next week. Dr. Irvin Stewart is presiding.

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The new Yugoslav financial law proposed with the 1937-1938 budget contains provision to conclude agreements for the construction and operation of new radio stations at Zagreb, Ljubljana, and Belgrade, with relay stations at Sarajevo, Split, Maribor, and Skoplje.

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HEINL RADIO BUSINESS LETTER

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No. 1010

March 9, 1937.

U. S. ENGINEERS BATTLE AGAINST OVER-CROWDED WAVES

American broadcasting engineers, led by representatives of the Federal Communications Commission, are prepared to wage a fight at the approaching C.C.I.R. conference in Bucharest for sufficient separation between two radio stations to permit listeners to hear both with a reasonably modern set but not at the same time.

The report of the American committee on the question of kilocycle separation, together with an analysis of the recommendations of European countries on the subject, was released this week by the Federal Communications Commission.

Overriding the arguments of several European countries for a reduction in the 10-kilocycle standard of separation, the U. S. engineers insist that this standard be retained as a minimum for stations operating on adjacent channels below 12,000 kc. and that 12 to 15 kc. be the standard separation above 12,000 kc.

"A reduction of this separation will impair the reception as is quite evident from the reception of many stations throughout the world operating at less than the 10 kc. separation", the report states.

This over-crowding of foreign stations has become more noticeable to American listeners with the growth in popularity of the all-wave receiver. Listeners find that certain channels are so loaded with stations at times that satisfactory reception is impossible.

Another cause of this over-lapping, which will be attacked at the Bucharest and Cairo conferences by European countries, is the unauthorized use of short-wave channels by small countries, most of them Latin American.

The U. S. report on the frequency separation problem states, in part:

"The frequency separation required between two broadcast stations to prevent interference is dependent upon three main factors, namely:

"(1) The width of the frequency band necessary to transmit programs of the required fidelity;

"(2) The selectivity and audio frequency reproduction characteristics of the receiver, and

"(3) The field intensity of the stations at all points of reception.

"When it is desired to place stations on adjacent channels with the same primary service area, to accomplish the transmission and reception of audio frequencies up to 7500 cycles, it is necessary that stations be separated by at least 20 kc.

"By maintaining stations with adequate geographical separation, transmission and reception of audio frequencies up to 7500 cycles may be accomplished in the primary service area of each station with a frequency separation of less than 20 kc.

"Ten kilocycles is a reasonable frequency separation for transmission and reception of audio frequencies up to 7500 cycles in the primary service area and reception of audio frequencies up to 5000 cycles in the secondary service area, provided sufficient geographical separation is maintained, depending on the ground conductivity, operating frequency and power, that the ground-wave field intensity of the undesired station does not exceed approximately one-half the field intensity of the desired station at the outer edge of the primary service area;

"Ten kilocycles should be fixed as the minimum separation between high frequency broadcast stations."

The report points out that the French administration suggests the separation between stations should be theoretically 15 kilocycles but as a practical matter this separation cannot be obtained. High frequency broadcast stations should be given as far as possible a separation greater than 9 kilocycles, it stated.

The British administration agrees with the French view and further states that owing to the particular conditions existing in Europe an undesirable compromise of 9 or even 8 kilocycles separation has had to be accepted. For the high frequency stations 10 kilocycle separations should be fixed as the minimum, it added.

The Ministry of Posts and Telegraphs of the Republic of Czechoslovakia propose that each country be assigned a "privileged station" of high power and 20 kilocycles separated from stations on adjacent channels. These stations would be equipped to transmit high quality programs and meet other technical requirements. It is further proposed that other stations be required to limit the modulation frequencies by a filter to a value of 3000 to 3500 cycles per second to facilitate distant reception. All receivers to accommodate these stations and the privileged stations would necessarily require variable selectivity controls.

The U.S.S.R. administration points out that the band-pass of the receiver must be wider than the actual audio frequencies to be reproduced to take account of the transitory phenomena which occur in the receiver.

The International Broadcasting Union present views substantially in agreement with the French and British administrations.

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N. Y. LIQUOR AUTHORITY TO USE RADIO IN TEMPERANCE DRIVE

Although the advertising of liquor on the air has been discontinued generally, the New York State Liquor Authority is preparing to go on the air in a campaign for temperance, according to its annual report.

A series of transcriptions for broadcasting is being prepared and will be distributed to radio stations throughout the State.

This effort to encourage sensible restraint in drinking is said by the Authority to be in accordance with the provision of the law that says, "It is necessary to regulate and control the manufacture, sale and distribution of alcoholic beverages for the purpose of fostering and promoting temperance."

This phase of the Authority's activity is under the supervision of Mrs. John S. Sheppard, one of the members.

Mrs. Sheppard said that each record would contain a five-minute talk on the promotion of temperance. The first series of six records will be ready for distribution by the end of the month.

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CBS FEBRUARY BILLINGS UP 18.6% OVER 1936

Time sales on the Columbia network for February, 1937, totalled $2,264,317, an increase of 18.6% over the same month in 1936, previously the highest February in CBS history.

Cumulative billings for the first two months of 1937 totalled $4,642,937, 21.9% over the corresponding period last year.

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OLD SOL PROMISES MORE TROUBLE ON SHORT-WAVES

Old Sol, who is probably the most disturbing influence in short-wave radio communication, is planning some tricks which will be worse than those he has tried in recent months, according to astronomers at the Carnegie Institution's Mount Wilson Observatory, Pasadena, California.

These astronomers predict, according to the Associated Press, that the sun is experiencing or about to experience its most violent eruptions since the turn of the century.

Sun spots are increasing steadily, both in number and size. In recent weeks there was one into which forty planets the size of the earth could have been tossed - that is, it would have taken that many to cover the spot's surface.

Within the past eighteen months more than forty short-wave radio fadeouts have been observed to coincide with "cromospheric eruptions in the neighborhood of sun-spots and magnetic disturbances" on earth.

"The effect consists of a sudden and complete disappearance for 15 to 30 minutes of all high-frequency radio transmission over the half of the earth lighted by the sun", said R. E. Richardson, astronomer at the Mount Wilson Observatory.

Dr. Seth B. Nicholson stated:

"Sun spot activity during 1936 was greater than at the last maximum reached in 1929. The mean number of spots observed daily in December was 11.2 exceeded in only one month of the last cycle, December, 1929, in which the daily average was 11.4."

The spots now are running slightly above the December, 1929, average.

"The next maximum is not expected to occur before the end of 1937 and the present cycle", Dr. Nicholson continued.

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NBC'S FEBRUARY REVENUE 21% UP OVER YEAR AGO

The network revenue of the National Broadcasting Company for February, 1937, climbed 21.4% over the corresponding month last year - the total of $3,295,782, making the month the largest February in the history of the company.

The January-February total for 1937 - $6,837,781 - puts it 26.7% ahead of the first two months of 1936. Individual NBC network figures for February, 1937, give the Blue Network $1,021,809, and the Red Network $2,273,973.

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DALY REINTRODUCES BILL TO PROTECT RADIO MUSICIANS

All erstwhile controversial bills on copyright appeared to be before Congress again last week when Representative Caly (D.), of Pennsylvania, reintroduced his bill to protect the compositions of musical conductors from unauthorized use on the radio or in motion pictures.

The bill includes again the $250 damage fee clause that was attacked by broadcasters last year at copyright hearings. The clause is not in the Duffy bill, also before Congress. No hearings have been scheduled this year on the copyright bills.

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STANDARDS BUREAU DEVELOPS NEW RADIO METEOROGRAPH

A radio-meteorograph system has been developed in the Bureau's Radio Section for use in the meteorological service of the U. S. Navy Department. It is expected that this system will eventually replace airplanes in gathering information on upper-air conditions required for weather forecasting.

The complete radio-meteorograph system comprises transmitting equipment for sending down from small unmanned balloons meteorological observations on upper-air pressure, temperature, and humidity; receiving and recording equipment on the ground for automatically plotting these data in the graphical form desired by meteorologists; and direction finders (also at the ground station) for tracking the flight of the balloon so as to determine upper-air wind conditions.

The instrument, sent aloft on a 5-foot balloon consists of a miniature radio transmitting set, batteries, and a meteorograph. The latter contains the devices for measuring pressure, temperature, humidity, and other elements desired. The complete equipment is housed in a balsa-wood box 6 by 6 by 4½ inches and weighs less than 2 pounds.

The meteorograph utilizes the decrease in atmospheric pressure as the balloon rises, for moving a small switch-arm over a set of electrical contacts separated by insulating strips. The contacts are so spaced that for a decrease in air-pressure equivalent to a few hundred feet rise of the balloon, the arm will move from one contact to the next. The arm on reaching selected contacts causes the radio transmitter to send down signals having pre-determined audio notes which provide index marks for the pressure scale.

The contacts intermediate to the pressure-index contacts are wired to a resistor which is controlled by a bundle of human hair and hence varies as the hairs contact or expand with varying humidity conditions. The switch-arm, in passing over these contacts, switches the transmitter circuit so as to send down signals having an audio note which is proportional to the value of the resistor and hence to the humidity encountered. When the switch-arm passes over the insulating strips lying between the contacts, the frequency of the audio note is determined by the electrical resistance of a small glass tube filled with sulphuric acid. The resistance of this small column of acid changes markedly with the temperature so that the note which is sent down to the ground may be interpreted to evaluate the air temperatures at the various balloon heights. In one form of the balloon instrument, light intensity may also be measured, giving data valuable in determining the heights and vertical structure of cloud formations.

Automatic receiving and recording equipment are employed to plot these data graphically on a chart which moves under a pen controlled by the received signals. The pen sets itself according to the pitch of the audio note. The final record gives a complete picture of the variation of temperature, humidity, and any other elements included, as a function of height above the earth's surface.

The radio meteorograph has several important advantages over other arrangements, because the air pressure does the switching. No rotating parts of external motive power are required. The instrument thus becomes simple to construct and low in cost. The latter is essential if the radio meteorograph is to replace the use of airplanes in this service.

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MOTOR CARS INTERFERE WITH TELEVISION, BBC FINDS

The hope that means will soon be found to ensure that all motor cars are fitted with suppressors in order to prevent interference with the reception of television programs was expressed recently by Sir Noel Ashbridge, Chief Engineer of the British Broadcasting Corporation. He said that electrical interference caused by spurious radiations from the ignition systems of motor cars had long been known to exist, but that the extent of the interference which might be caused had been difficult to estimate.

Since the introduction of television, the effect of such interference has been found to be somewhat serious when the reception of television signals was undertaken at distances of more than four or fives milesfrom the transmitting station, becoming, of course, more so as the distance increased. The effect of a single motor car, however, was confined to a small area, so that even at distances of 20 or 25 miles from the transmitter, interference was only obtrusive when a car was actually opposite a house where a television program was being received. Reasonably simple means existed for the prevention of these parasitic radiations, Sir Noel said, and it was to be hoped that means would soon be found for ensuring that all motors were fitted with suitable suppressors.

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U. S. SHORT-WAVE SERVICE SOON WILL EQUAL EUROPEAN

"A friend of mine, back from London, was much surprised that our American short-wave stations - which he felt ranked in power and equipment with almost any in the world - should so often reach European shores with volume and quality that was not flattering to the American broadcasting technique", writes "G.M.L" in World-Radio.

"He has been a constant listener during the past two years to the remarkable short-wave signals of Daventry, also to those from Zeesen, Germany, and a number of the other Continental stations and he was aware of the fact that in the "KW" column of the official list they stood no mightier than W3XAL, W8XK, W2XAP, W2XAD and other Americans, which broadcast with as much as 40 KW in their aerials.

"Yet, after listening in London to the American stations, he soon concluded - and from my own correspondence and observations I feel much the same - that European listeners have not been favored with reception from the United States as good as that which American listeners experience from the other side. Here in Eastern America, Daventry, Zeesen, Rome, and a few more, are audible day after day with a signal quality that, except for occasional short-wave 'flutter' or 'shifting', often rivals home broadcasting stations. Listeners select the oversea programs from newspapers in advance, along with their selection of the local transmissions, and change from one to another with the ease and nonchalance that assures international radio of its established success.

"The Americas have become the world's Mecca for the short-wave listener; and it is all the result of the modern and tremendously effective idea with which the Europeans got off at the start, namely, directional broadcasting. Focused, as it were, upon the American home aerial, these 'beamed' programs of Europe must be given almost full credit for ensuring the popularity of the all-wave set on this side and the unprecedented sales of such receivers now taking place.

"European nations, for the purpose of continuing and enriching home ties abroad and for nationalistic reasons, had very strong incentives for so developing their short-wave broadcasting; and American listeners in general feel just as grateful for the wonderful service as do Empire listeners or those whose homeland and friends are overseas.

"The United States, on the other hand, had in the inauguration of short-wave broadcasting no such natural incentive. Consequently, in keeping with technical progress, they built short-wave transmitters - and powerful ones - but they did not adopt directional broadcasting aerials and have used for regular program relays, with very few exceptions, the omnidirectional type instead. This, I think, explains quite fully the inferiority of American short-wave reception in Europe (and elsewhere) compared to that of European reception in the Americas

"This is an inferiority which American broadcasters, indications now definitely show, are no longer willing to tolerate, and within a very short time listeners in England and Europe generally are going to be favored with exactly the same type of up-to-date directional broadcasts from America that Americans now get from Europe."

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: : :: TRADE NOTES :: : :

The Indian Government has recently placed a contract with Philips Radio for the supply of four 10-KW short-wave transmitting stations for the A-1-India Radio organization.

Alleging use of unfair methods of competition in the sale of a medicinal compound designated "Eucathol", a complaint has been issued by the Federal Trade Commission against The Eucathol Co., Inc., Shawnee, Okla. The respondent corporation advertises over the radio and in newspapers, magazines and other printed matter, and allegedly represents, expressly or by implication, that use of Eucathol will prevent and cure, or is beneficial in the treatment of insect bites, sunburn, asthma and hay fever, catarrh, colds, scalds and burns, skin disorders, influenza and pneumonia, and other ailments.

A favorable report on the application of the Central States Broadcasting Company, Council Bluffs, Ia., for a construction permit to build and operate a broadcasting station on 1500 kc., with 100 watts power, unlimited time, was filed with the Federal Communications Commission this week by Examiner Melvin H. Dalberg.

U. S. radio radio apparatus exports increased more than $500,000 in one month compared to last year, according to the Commerce Department's Division of Foreign Trade Statistics. January exports of $2,584,000 were reported as compared to $2,040,000 for January, 1936.

The Columbia Broadcasting System has announced the 101st station to join its network, WCOC, Meridian, Miss., which is the last station and will join CBS on May 2nd or sooner. The station is owned by D. W. Gavin and operates under the name of the Mississippi Broadcasting Co. WCOC has a license for 1,000 watts daytime, 500 watts at night, and is located on the 880 kc. band.

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BEHN, BACK FROM SPAIN, SAYS LOSSES HEAVY

Col. Sosthenes Behn, President of the International Telephone and Telegraph Company, who was in Spain during the first five months of the civil war, returned to New York Monday from Paris. He said that the thirteen-story telephone building in Madrid gave sanctuary at times to as many as 600 women and children.

"The whole staff of the company lived in our building", he explained, "which was penetrated thirty times by shell-fire. It was well supplied with provisions and water."

"The Spanish Telephone Company, which is a subsidiary of the International", he said, "is still carrying on, operating its local services in Madrid, Valencia and Barcelona and keeping the international lines open."

The damage to property and loss in revenues, Colonel Behn said, were difficult to estimate, but he thought they "would run into the millions of dollars."

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CBS DECLARES DIVIDEND; GOING ON EXCHANGE

The Board of Directors of the Columbia Broadcasting System last week declared a quarterly cash dividend of $.50 a share payable on March 26th to stockholders of record at the close of business on March 17th.

The Board decided to apply to the New York Stock Exchange for the listing of the company's stock, since the company now has nearly five thousand stockholders and the number is rapidly increasing. Recommendation was made that the stockholders at a meeting on March 24th authorize an increase in the number of shares of the corporation's stock so that the stock may be split two for one.

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MUTUAL FEBRUARY BILLINGS TOTAL $202,088.36

A 32.8% increase in time billings is reported for the Mutual Broadcasting System for the month of February, 1937, in comparison with the same month's figures in 1936.

The total billings for February, 1937, were $202,088.36. For the same month in 1936, they were $152,063.68. The cumulative billings for 1937 to date total $389,450.09.

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LAWRENCE SAYS NETS' POLICY FAVORABLE TO COURT

David Lawrence, newspaper commentator, this week charged in one of his syndicated columns that the broadcasting networks are following a policy which gives an advantage to advocates of the President's plan to alter the Supreme Court. He said, in part:

"The three principal broadcasting companies, which enjoy practically a monopoly of network broadcasting in America, have been following a policy which, in effect, gives President Roosevelt and his administration a decided edge in the presentation of controversial questions to the radio audience.

"Senator Wheeler, Democrat, Chairman of the Interstate Commerce Committee of the United States Senate, tried unsuccessfully a fortnight ago to secure an alteration of this policy, but failed. Within the last 24 hours he has renewed his efforts by requesting that the opponents in Congress of the President's plan to enlarge the Supreme Court be granted radio facilities of an identical character with those given by all three broadcasting companies, both to the President and to Attorney General Cummings.....

"Failure on the part of the broadcasting companies to arrange for a rebuttal and to announce in advance that there will be the same facilities granted, results in one side of the story being heard by a large part of the audience. For it is known that the same audiences do not listen every night."

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NBC JOINS EXPEDITION TO PACIFIC ISLE

Announcers, engineers and approximately four tons of broadcasting equipment will begin a 7,000 mile journey next month to the mid-Pacific for a fifteen-minute broadcast on Tuesday, June 8, of a total eclipse of the sun.

The exclusive NBC broadcast was arranged in connection with the National Geographic Society - U. S. Navy Eclipse Expedition of 1937 to Enderbury Island in the Pacific Ocean. This island is one of only two tiny bits of land in the entire path of the eclipse, extending for 5,000 miles across the Pacific, from which satisfactory observations of the spectacle can be made.

Participating with the National Broadcasting Company, the National Geographic Society and the Navy in the expedition will be the National Bureau of Standards and the astronomical observatories of several universities.

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MUTUAL NETWORK TO ADD 10 MORE STATIONS

Ten more stations will be added to the Mutual Broadcasting System's coast-to-coast chain within the next five weeks.

On April 1st the Oklahoma network, comprising eight stations, will be linked with Mutual through permanent lines. The stations include KTOK (KPFG), Oklahoma City; KCRC, Enid; KGFF, Shawnee; KBIX, Muskogee; KADA, Ada; KVSO, Ardmore; WBBZ, Ponca City, and KASA, Elk City, which will insure complete coverage of the entire State of Oklahoma. The Oklahoma network was represented in the negotiations by its president, P. U. Porter, of Shawnee, Harold V. Hough, President of KTOK, and Glenn Condon, General Manager of the network.

About April 15th, two Texas stations will be added for permanent service. The stations are KTAT, 1,000-watt Fort Worth station, operated by the Tarrant Broadcasting Company, whose President is Raymond E. Buck, and the municipally owned station of Dallas, Texas, 500-watt WRR. The Managing Director of WRR is John Thorwald.

The new additions will be known as the South West section of the Mutual Broadcasting System.

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RADIO PROVIDES 95,500,000 FAMILY-HOURS OF LISTENING DAILY

American broadcasters provide 95,500,000 family-hours of listening each day, according to statistics from Dr. Daniel Starch, determined by a series of nationwide audience studies sponsored by the Columbia Broadcasting System.

Dr. Starch and his staff of more than 300 field investigators have spent the last three and a half years in obtaining more than 165,000 personal interviews with typical American families in all income groups, all sections of the country and all types of communities in order to get an undistorted report on the entire radio audience.

The number of radio-owning families in the United States now totals 24,500,000. Dr Starch's investigators found that 76.4 percent of these, or 18,718,000 families tune in at some time every day. It was further determined that the average family listens to its radio for 5.1 hours daily. Multiplying the number of families who listen each day by the average number of hours they listen resulted in the grand total of 95,461,800 family-hours of listening every day.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF MARCH 12, 1937

No. 1011

PAYNE INITIATES "LOBBY" PROBE AS CONNERY GETS HEARING

Under the sponsorship of George Henry Payne, the Federal Communications Commission this week initiated a new inquiry that may delve into some of the charges of "radio lobbying" as the House Rules Committee opened hearings on the Connery resolution calling for a general broadcasting investigation by by Congress.

The FCC probe is directed at a single Washington attorney, who is alleged to have disregarded FCC rules of procedure by inserting affidavit copies in a Commission docket file. The Commission had already acted on the case, transferring an aid in the docket section and reprimanding the lawyer, George S. Smith, of Washington, when Commissioner Payne returned from a period of illness.

Commissioner Payne, who has frequently assailed what he terms "the Washington radio lobby", insisted that the FCC action was not severe enough and demanded that the inquiry be reopened. The FCC then designated him Chairman of a special investigating Committee. The other members are Commissioners Irvin Stewart and Thad Brown.

While the Committee was directed to investigate the Smith case, it is not unlikely that Commissioner Payne will find a way to extend his inquiry into general practices of radio attorneys before the Commission.

Representative Connery, Chairman of the House Labor Committee, opened the hearing before the Rules Committee in behalf of his resolution calling for a broad investigation of radio broadcasting.

Next Tuesday his State colleague, though a Republican, Representative Wigglesworth, will also appear before the Rules Committee in support of the resolution.

The question of whether the resolution will ever be reported out by the Rules Committee is still uncertain, and it appears that there is a great deal of trading going on among members interested in this and other resolutions pigeon-holed by the Committee.

Already stripped of direct reference to the Federal Communications Commission, reputedly done at the suggestion of

members of the Rules Committee, the Connery resolution provides for the establishment of a committee of seven members of the House to be named by the Speaker. Representative Connery presumably would be Chairman.

The resolution authorizes the Committee "to inquire into and investigate the allegations and charges that have been or may be made relative to irregularities in or pertaining to the monopoly which exists in radio and the activities and functions carried on under the Communications Act of 1934 and all matters pertaining to radio and radio broadcasting."

The Smith case started in a row between attorneys in a Johnson City, Tenn., application for a new stations. Mr. Smith, who was formerly a legal aid of the Commission, allegedly sent 15 affidavits to Johnson City for signatures. Ten of them were returned signed and five unsigned within the period allowed.

When the hearing began before an Examiner, however, five copies of the unsigned affidavits were in the FCC docket files with signatures. John S. Brady, the opposing lawyer, consequently demanded that all the affidavits be rejected and the Examiner sustained him. Mr. Smith allegedly admitted placing the five affidavit copies in the FCC files with the aid of Miss Mary Belle Anthony, Chief of the Docket Section.

The Commission named a committee composed of George B. Porter, Assistant General Counsel; Chief Examiner Davis G. Arnold; and John B. Reynolds, Acting Secretary, to make an inquiry. After this group reported, the Commission transferred Miss Anthony to the Accounting Section, reorganized the Docket Section, and reprimanded Mr. Smith.

Upon returning to Washington from a New York hospital, Commissioner Payne asserted that the punishment of Mr. Smith was not severe enough and charged that he had apparently "corrupted" the Commission clerk, Miss Anthony.

Commissioner Payne plans to call the first meeting of the Committee next week.

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The number of French listeners is now 3,031,526. France is third among European countries in the matter of listeners, the first two being Great Britain and Germany. Sweden, which follows France, has rather fewer than one million listeners.

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PRALL REAPPOINTED CHAIRMAN OF FCC FOR ONE YEAR

Despite occasional disruptions in the Federal Communications Commission and threats of inquiry on Capitol Hill, Anning S. Prall, a former Tammany Congressman, is still riding high with the Administration.

President Roosevelt announced this week that he had designated Prall Chairman of the Commission for another year. His previous term expired on March 11th.

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JANUARY RADIO ADVERTISING TAKES SEASONAL DROP

Total broadcast advertising in January amounted to $10,369,556, a decrease of 6.7% from the level of the preceding month but a 29.1% increase over gross time sales for the corresponding month of last year, according to the National Association of Broadcasters. The usual seasonal declines occurred in all portions of the medium. Compared to last January only regional networks failed to show a gain, declining 3.3%. The principal increase was registered in the national non-network field where advertising rose 42.2% over January, 1936.

Although all advertising media experienced the downward seasonal trend during January, radio broadcasting declined to the least extent when compared to December. Advertising in national magazines declined 26.1%, national farm papers 14.2%, and newspapers 25.3%.

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RULE GOVERNING POLICE SERVICE IS AMENDED

The Federal Communications Commission this week amended Rule 330a relating to emergency service, to read as follows:

"Rule 330a. In the event that the amount of power allocated above is insufficient to afford reliable coverage over the desired service area, the Commission may authorize the use of additional stations of the same or less power, or upon proper showing being made, may authorize such additional power as may be necessary, but not to exceed 500 watts, provided, however, that municipal police stations authorized to serve an entire county under the provisions of Rule 331, may be licensed to employ a maximum power of 1000 watts between one hour after local sunrise and one hour before local sunset, on condition that the applicant files with the application an agreement, entered into with other licensees operating on the same frequency and in the same area to which the frequency is assigned, including a statement giving their consent to the use of such increased power."

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TWO AUTO ALARMS FOR SHIPS APPROVED BY THE FCC

Sea-going vessels of 5,500 gross tons or over will be able to use either of two approved automatic alarms as supplementary to the services of a qualified radio operator in order to maintain a continuous watch as the result of action taken this week by the Federal Communications Commission.

Auto alarms designed and manufactured by the Radio Corporation of America (Model AR-8600) and the Mackay Radio & Telegraph Company (Type 101-A) were approved providing certain minor conditions are met, at a meeting of the FCC Telegraph Division on Wednesday.

The International Convention for Safety of Life at Sea, London, 1929, which was ratified by the United States, effective November 7, 1936, provides (Article 29) that each ship required to be fitted with a radiotelegraph installation shall carry a qualified radio operator. Certain ships are further required under Article 29 of theConvention to maintain continuous watches by means of qualified operators, "if not fitted with an automatic alarm". It follows under this language that such a ship, if fitted with an automatic alarm meeting the provisions of the Convention, is exempt from the requirement of maintaining a continuous watch by qualified operators.

At a meeting en banc, on Wednesday, the Commission extended the examption from the continuous watch requirement for a further period from April 7, 1937, to and including August 6, 1937, subject to the same terms and conditions as those heretofore in effect and referred to above.

Under the Ship Act of 1910, as amended, certain of the vessels referred to above, being such as carry or are licensed to carry fifty or more persons (including crew and passengers or both) and ply 200 miles or more between two ports or places, are required to carry at least two operators and maintain a continuous watch. The action of the Commission in granting exemption under the Safety Convention does not remove or alter in any way the requirements of the Ship Act with regard to such vessels.

The FCC and its predecessor, the Federal Radio Commission, have been studying alarm systems for several years preparatory to making the provision of the Safety of Life at Sea Convention effective.

In its report approving the RCA and Mackay devices, the Commission warned:

"The Commission finds that certain fundamental physical limitations are inherent in any automatic alarm device designed to operate on the type of radio signal prescribed in the regulations."

It added, however, after explaining that thorough "noise tests" had been made by the Bureau of Standards and the Coast Guard, that:

"Except in certain particulars which the Commission finds can be remedied without affecting the efficiency of the alarms, the tests disclose without question that the automatic alarm devices submitted are capable of proper operation within the prescribed audio and radio frequency band, with the types of emission specified; that they contain the prescribed testing devices and controls and equipment for regulating sensitivity, and for disconnecting the system from the regular receiving apparatus, and that they are provided with bells capable of giving a satisfactory audible alarm in the event of failure of important units or component parts."

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NEW DEAL GIVEN $25,000 BY BROADCASTERS IN CAMPAIGN

Broadcasters and persons associated with the industry contributed approximately $25,000 to the Democratic National Committee during the Fall campaign, the Senate Campaign Expenditures Committee disclosed this week. The list includes only donors of $500 or more.

Anning S. Prall, Chairman of the Federal Communications Commission, contributed $500, while George Henry Payne, a Progressive Republican, also a Communications Commissioner, gave his party $1,000, but that also went to Mr. Roosevelt.

Among other contributors to the President's war chest were:

Raymond E. Buck, Fort Worth (KTAT) $13,700; Amon Carter, Dallas, and Forth Worth (WBAP, KGKO) $3,000; Jesse Jones, Houston (KTRH), $6,000; Paul Spearman, former FCC Chief Counsel and currently attorney for regional broadcasters, $1,000; Alfons B. Landa, radio lawyer, $520.

Among Republican donors were Powel Crosley, Cincinnati (WSAI, WLW), $5,000; and William Randolph Hearst (WINS, WCAE, KEHE, et al), $50,000.

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SHANNON ALLEN GIVEN WPA RADIO POST

Secretary of the Interior Harold L. Ickes, this week announced the appointment of Shannon Allen as Assistant Director of the WPA Educational Radio Project in the Office of Education, U. S. Department of the Interior.

Mr. Allen, who was given a leave of absence as night manager of the National Broadcasting Company's Washington division, will assume his new duties as editor of the Educational Radio Project's script and editorial divisions immediately, succeeding Leo S. Rosencrans, who resigned to take a position with Wilding Motion Pictures, Inc. Mr. Allen brings with him more than 10 years of radio work training and some 15 years' experience as a newspaperman.

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SOVIETS PLAN THREE TELEVISION STATIONS

Three television centres are planned in the Soviet Republic, according to a report from Radio Centre, Moscow.

On January 19th, the first conference of questions of television took place in Moscow. The American equipment for the television centre now under construction in Moscow, will arrive in April. Equipment for the Leningrad television centre is being made at Soviet factories. It is planned to build the third television centre in Kiev.

This year it is proposed for the first time to carry out television transmission from sport stadiums and squares of Moscow with the help of special portable television stations.

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FREQUENCY MONITOR RULE POSTPONED SIX MONTHS

The Broadcast Division of the Federal Communications Commission has further extended the working date of Rule 981 for six months from March 15, 1937. This rule requires all relay, international, television, facsimile, high frequency, and experimental broadcast stations to have in operation by September 15, 1936, a frequency monitor. This monitor does not have to be approved by the Commission but must have an accuracy of one-half the allowed tolerance of the class of station with which it is to be used. It is believe that sufficient commercial monitors will be available within six months so that all stations of this class can be equipped as required.

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MASS EDUCATION VIA RADIO PLAN OF EGYPT

A scheme to educate the masses by radio providing an expenditure of L. E. 130,000 ($650,000) is now under consideration by the Egyptian Ministry of Education, according to U. S. Commercial Attache James T. Scott, Cairo.

This scheme provides for a program of broadcast talks on topics most closely connected with the life of the fellsheen (peasants) such as precautions to be taken against epidemics, advice on keeping the family in good health, the best ways of cultivating the land, etc.

As the average peasant has not the means to buy a radio set, it is reposed to fit up one set in each village in a public place so that all the peasants can gather to listen to the talks.

The Ministry of Education hopes to provide every village in Egypt with a radio set within the next 5 years and it is expected that a credit of L. E. 36,000 will be opened in the 1937 budget for carrying out this project.

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BBC ENGINEER SEES TELEVISION OBSTACLE FADING

Sir Noel Ashbridge, Chief Engineer of the British Broadcasting Corporation, in a recent address to the Royal Empire Society said that he believed that many of the chief difficulties that still remained in the technique of television transmissions would ultimately be removed. He expressed a belief that it would soon be possible to develop a more sensitive "electron" camera which would greatly reduce the difficulties under which the producer of television programs now works. With such a camera, he suggested that it would be possible to use a telephoto lens in order to televise scens at some distance, or a microscopic lens for the transmission of small objects.

While it might be possible to pick up the signals from the Alexandra Palace in distant parts of the world under extremely favorable conditions, Sir Noel said that reception would be erratic and that the day was still a long way off when it would be possible to provide a television service from London to the distant parts of the Empire.

Col. A. S. Angwin, Deputy Engineer-in-Chief of the British Post Office, referred to the developments which had recently taken place in laying co-axial cables between London and provincial cities. These cables would enable the London television programs to be broadcast simultaneously by other television transmitters which might be erected in other parts of the British Isles as a result of experience gained in the London area.

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TRADE NOTES

Glenn Van Auken, of Indianapolis, this week was granted a construction permit for a new broadcasting station to operate on 1050 kc. with 1 KW power, daytime. The order is effective May 11th.

Since President Roosevelt proposed his Federal Court reorganization plan to the Congress early in February, the National Broadcasting Company has presented, or has scheduled for presentation, over its two networks, a total of 63 speeches, 33 for and 30 against the proposal.

The Crosley Radio Corporation and Subsidiaries reports for 1936 a net profit after surtax on undistributed profits of $1,237,057, equal to $2.27 a share on 545,800 no-par capital shares. The Company has changed its fiscal year from March 31st to December 31st. In the nine months ended December 31, 1935, the Company showed a consolidated net profit of $469,675, or 86 cents each on 545,800 shares.

Station WHA, University of Wisconsin, Madison, is conducting a short course for "mike-shy" legislators. H. B. McCarty, Program Director of WHA is in charge of the course, which includes "Radio Speaking", "Radio Writing", and "Your Voice in Wax!"

Over 225,000 requests were received by the Pontiac Motor Company in response to an offer made three times only on Kathryn Carvens' "News Through a Woman's Eyes", broadcast thrice weekly over a nationwide Columbia Broadcasting System Network. The offer, an automobile polishing cloth, was mentioned during the programs of February 22, 24 and 26, and it was required that post-cards or letters in reply be postmarked sometime during that week.

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FOOD-DRUGS BILL PASSES SENATE, FACES TROUBLE IN HOUSE

The much amended Copeland food-drugs-cosmetic bill, which will govern radio and other forms of advertising of these products if it becomes a law, passed the Senate this week and is now in the House. Indications are that it will face serious opposition there and may undergo some changes.

The bill, which Senator Copeland, Chairman of the Committee on Commerce, said had been re-drafted to meet objections voiced recently by the President, passed the Senate unanimously.

The Copeland measure prohibits false advertising, including advertising by radio, of foods, drugs, therapeutic devices and cosmetics.

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ZENITH OPERATING PROFITS RISE FOR NINE MONTHS

Zenith Radio Corporation reports an operating profit for the first nine months ended January 31, 1937, of its current fiscal year amounting to $2,347,987.27 after depreciation, excise taxes, royalties and liberal reserves but before other Federal taxes as per the Company's books, according to Hugh Robertson, Vice-President and Treasurer.

This compares with $1,015,966.46 in operating profits for the nine months ended January 31, 1936.

Shipments for the period were more than double the same period a year ago.

Shipments of the new line of automobile sets announced December 28th have already exceeded by a substantial margin the total for the entire season a year ago and present demand indicates that production of these sets will continue well into the Summer.

The manufacturing department is at present moving into its new quarters and will shortly start production on a new line of household models for the coming season. The offices will be moved early in April.

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NBC SHOWS ROLE OF RADIO IN VAST RURAL MARKETS

The National Broadcasting Company has mailed to advertisers and agencies the results of a thorough study of radio's influence upon a market of some 60,000,000 persons in rural areas. Following are some of the highlights of the report made by Charles Morrow Wilson.

Conclusions are based on an approximate consensus of opinion expressed in 209 homes visited. The summary also takes into account the views of 41 representative county agricultural agents.

1. Radio is the fastest growing medium of farm entertainment at the present time.
2. On the better type of farm, radio is building for itself a distinctive place in the routine of farm living. It has substantially moved back farm bedtime.
3. Today, radio has an outstandingly significant place in the problems of farm youth.
4. The farm appetite for entertainment is pretty uniformily distributed among all age groups.
5. There is no one best type of farm radio program. Farm interests are broadened to a point where they are genuinely cosmopolitan.
6. On the other hand, a great many widely known radio programs are definitely limited of rural appeal and merchandising value.
7. Music is definitely the surest bet in valid radio entertainment for a rural audience.
8. Creation of successful farm radio entertainment is a field of outstanding challenge.

Following is a summary of voluntary and verbal testimony offered by 151 farm-catering storekeepers or store managers in 25 states:

1. Radio is the fastest-growing farm advertising medium. Its scope of farm penetration is definitely on the upgrade.
2. Radio advertising now provides the most rapid introduction of new products to a farm buying public.
3. The prize or premium contests, as broadcast by radio and other advertising, now have tremendous rural appeal.
4. Radio is proving increasingly powerful in selling merchandise through the agency of farm children and farm wives.
5. Many more products could be advertised to farmers over the radio.
6. You can sell more to farmers through persuasion than through high-pressure sales talks.

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RCA BLAMES HOFFMAN FOR "BAD JUDGMENT" IN STRIKE

Executives of the RCA Manufacturing Co. of Camden, testified at the opening of an inquiry before the Senate Civil Liberties Committee Thursday that a letter from Gov. Harold G. Hoffman of New Jersey was responsible for their "bad judgment" in hiring a detective agency to combat a strike.

They said that Hoffman's letter of recommendation, coupled with a persuasive sales talk by a salesman, led them to engage the Sherwood detective agency to work against the strike of their employees last June.

E. T. Cunningham, President of RCA, and Robert Shannon, Vice-President, testified they believed the Sherwood agency, a New York concern, would be able to supply 200 State detectives to keep order at the Camden plant when violence and riots started.

Mr. Cunningham testified George Williams, a Sherwood salesman, brought the letter with him shortly before the strike of United Radio and Electrical Workers. As sales talk, Mr. Cunningham asserted, Mr. Williams informed him that combating strikes by violence was out-of-date.

Instead, the witness told the committee, Williams proposed to import 25 "missionaries" to go from house to house as representatives of a "law and order league" and to circulate propaganda against the union.

After the strike had been in progress for three days, Shannon testified, riots broke out in the streets and Williams said he would get State detectives. When Shannon investigated and learned the "detectives" were recruited in nearby cities, he said, he cancelled the contract with the agency and ordered the men to leave.

The company then paid the Manning Industrial Service Company $150,000 to supply guards.

Records also were submitted at the hearing to show Radio Corporation of America, of which the Camden corporation is a subsidiary, paid Hugh S. Johnson, former NRA administrator, $40,000 for acting as a "consultant" in the dispute.

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No. 1012

March 16, 1937.

SENATOR KING THREATENS PROBE OF RADIO TIME IN COURT DEBATE

While the House Rules Committee considered a demand for a general radio investigation, directed chiefly at chain broadcasting and "monopolies", a new threat of Congressional investigation came from another source.

Senator King (D.), of Utah, a member of the Senate Judiciary Committee, stated he will introduce a resolution calling for an inquiry as whether or not charges that the networks are favoring Administration spokesmen in the current Supreme Court debate are true unless he is convinced meanwhile that there is no basis for the allegations.

The threat comes as an aftermath to complaints from Senator Wheeler (D.), of Montana, chief spokesman of the Senate bloc opposing the President's court reorganization plan.

While network officials are busy gathering data to defend their contention that both sides are being given equal opportunity to broadcast their arguments, the belief prevails in Washington that the controversy, whether or not there is an investigation, will test the mettle of radio as an impartial medium of transmitting public information.

Radio came through the November national elections with flying colors because of its policy of impartiality in the light of the admitted anti-Roosevelt prejudices of the majority of the newspapers. Now many publishers are secretly expressing delight at the discomforture of the networks.

Senator King explained that his purpose is to determine whether the broadcasting companies are being dominated or influenced by the Federal Communications Commission or the Administration in granting greater facilities to Administration spokesmen.

"If they are exercising this brutal power - if they really have this brutal power - in this fight, then it is time for some such investigation", Senator King said. "In my own opinion they are discriminating against the opposition. Complaints are coming in to indicate this, and if I can obtain some additional facts, I shall introduce such a resolution."

The most important evidence in Senator King's possession so far has been furnished by Senator Wheeler, who spoke against the President's plan in Chicago last Wednesday on what

he believed then to be a nation-wide broadcast. Ever since then he has been receiving messages from stations West of Chicago stating that his speech was not even offered to them for rebroadcast by NBC and Columbia.

"Both of the big chains said that they would carry the speech", Senator Wheeler said, "and I learned later that it was not carried in many centers.

"A Seattle station has informed me that the speech was not available for the Pacific network because of commercial commitments. A Salt Lake station says that it was not even offered it. Both Denver and Spokane report the same thing. Columbia did rebroadcast the speech in Montana through two local stations."

Senator Wheeler said also that in the East, Columbia and the Mutual system cut him off ten minutes before the end of his speech although they had carried the speech of James M. Landis, Chairman of the Securities and Exchange Commission, favoring the President's plan, in full, just before he spoke.

"Mr. Landis used up some of my time", Senator Wheeler said, "and I was cut off."

The Senator would not comment on whether he believed that he was deliberately discriminated against nor would he discuss the question of possible administration control over "free discussion" on the air.

Actually, there is no law that would require the networks to give equal time to spokesmen for and against the President's Court plan, but it is obvious that the broadcasters would not engage in any policy knowingly that would antagonize a number of influential Senators.

Consequently, it is believed that the networks will seek to placate the disgruntled Senators rather than take the chance of undergoing a Senate inquiry. While such a probe would not penalize the broadcasters directly, it might well result in the passage of legislation that would require all stations to give equal time to both parties in public debate as is now required for political candidates.

A bill, introduced by Representative Scott (D.), of California, seeking such a requirement, is now pending in the House. Complaints such as that of Senators King and Wheeler might well be the lever that would dislodge it and turn it into law.

SYKES CELEBRATES TEN YEARS OF U. S. RADIO REGULATION

Judge Eugene O. Sykes on Monday, March 15th, received the congratulations of his colleagues and leaders in the broadcasting industry for attaining his tenth year in a position of Federal radio regulation.

Ten years ago the Federal Radio Commission took over the job of controlling the still-new industry of radio broadcasting. While a rather insignificant body of five Commissioners with little money or organization, the Commission faced a gigantic task of bringing order out of chaos as directed by the Radio Act of 1927.

Then under the wing, though not the direction, of the Secretary of Commerce, Herbert Hoover, the Commission had only a score of employees and an appointment for a year. Today it has 650 employees, spacious quarters, and a $1,600,000 annual appropriation. Oddly enough, however, a move is already under way in the Administration to return it to the Commerce Department in the President's reorganization plan.

The original Commission was created February 23, 1927, but did not begin functioning until March 15th. The late Admiral W.G.H. Bullard was named first Chairman, but as he was in China at the time, Judge Sykes acted in his place at the organization meeting. Today he still is Chairman of the Broadcast Division of the FCC.

There were 735 stations operating on U. S. channels when the Commission tackled the job of regulation which the Department of Commerce found too big for it. It took the Commission two years to eliminate 125 stations, but a mass of litigation and obstacles arose.

It was in 1930 that the Federal Radio Commission was made a permanent agency, but in 1934 it was superseded by the present Federal Communications Commission.

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The $250,000 suit of Municipal Court Justice Nathan Sweedler in New York against the National Broadcasting Company and other defendants for using the term "Good Will Court" in a radio program was dismissed March 9 by Supreme Court Justice Steinbrink in Brooklyn. Sweedler contended that he had incorporated the name for a non-profit organization in Brooklyn where people could go for free advice. The court held that the term was not a new one and that Sweedler had not been damaged by the company's use of the name.

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PITTMAN PROPOSES PROBE LOOKING TO CONGRESS BROADCASTS

A resolution directing the Senate Committee on Interstate Commerce to investigate the feasibility of having important proceedings of Congress broadcast directly from the chambers was introduced Monday by Senator Pittman (D.), of Nevada.

The resolution contemplates the allocation of specific wavelengths to "various classes of radio stations" for the purpose of broadcasting the proceedings. Broadcasters were at a loss to explain the meaning of such a phrase at first but assumed that it means the assignment of time on stations and networks.

Senator Pittman and Senator King (D.), of Utah, argued over whether the resolution should be referred to the Interstate Commerce Committee or the Rules Committee but the Senate finally agreed to allow the former to make the preliminary inquiry and then to direct the Rules Committee to determine the advisability of the move.

Preliminary to introducing the resolution, Senator Pittman explained its purpose thus:

"It is a Senate resolution authorizing and directing the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, to make a full and complete investigation of the advisability of broadcasting by radio the proceedings of the Congress upon matters of public importance and of having assigned to the various classes of radio stations for that purpose bands of frequencies or wave lengths. The committee is directed to report to the Senate, as soon as practicable, the results of its investigation, together with its recommendations.

"I wish to call attention to the fact that the resolution does not recommend that action be taken by Congress, but it does require an investigation and report by the Interstate Commerce Committee of the Senate, which for many years has had jurisdiction over matters relating to radio.

"I have always opposed such action by Congress. It has been informally considered among Senators for quite a while, but it appears that when such important matters are before Congress as are now before it, it is advisable to have the facts relating to such subjects accurately reported to the country, which is not true in many cases. It is also essential for our editorial writers to have the facts. As a general thing, of course, facts are not essential to editorial writers, but occasionally they assume to quote what they term facts as the basis of very erudite discussions.

"For instance, referring particularly to neutrality legislation, there has been published in the press, from the very beginning of the proposed legislation, the bill as introduced, and finally the bill as reported; and yet there has been made, time and time again, the statement that the proposed legislation grants to the President of the United States the right to declare an embargo on everything. Of course that is not true; but that statement having been made time and time again, editorial articles are based upon the statement. Of course it has no effect on the Senate - at least it has not had so far - but it causes voluminous petitions to be drowded on our committees here, based on an erroneous statement of facts by persons who are supposed to have sufficient intelligence to know the facts.

"It seems to me that the question is worthy of consideration by the Interstate Commerce Committee, whether or not, in view of the important matters which are before the Congress of the United States, the people of the country are entitled to the facts; and I therefore submit the resolution.

"The resolution (S. Res. 93) was read, as follows:

"Resolved, That the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to make a full and complete investigation of the advisability of broadcasting by radio and proceedings of the Congress upon matters of public importance and of having assigned to the various classes of radio stations for that purpose bands of frequencies of wave lengths. The committee shall report to the Senate as soon as practicable the results of its investigation, together with its recommendations.

"For the purposes of this resolution the committee, or any duly authorized subcommittee thereof, is authorized to hold such hearings, to sit and act at such times and places during the sessions and recesses of the Senate in the Seventy-fifth Congress, to employ such clerical and other assistants, to require by subpena or otherwise the attendance of such witnesses and the production of such books, papers, and documents, to administer such oaths, to take such testimony, and to make such expenditures as it deems advisable. The cost of stenographic service to report such hearings shall not be in excess of 25 cents per hundred words. The expenses of the committee, which shall not exceed $_____, shall be paid from the contingent fund of the Senate upon vouchers approved by the Chairman."

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EDUCATIONAL-COMMERCIAL STATION REQUEST IS FAVORED

A favorable report was filed with the Federal Communications Commission this week by Examiner P. W. Sewart on an application from Lincoln Memorial University (WMLU), Middlesboro, Ky., for a construction permit to erect and operate a broadcasting station on 1210 kc. with 100 watts power, unlimited hours.

While ostensibly proposing an educational station, the applicant plans to avoid the pitfalls that have eliminated many educational broadcasters by relying on radio advertising for a substantial part of its financial support.

Forty-five business men of Middlesboro have already signed an agreement to support the station, and the tentative schedule of programs allows for 20% of time to be devoted to commercial programs as compared with 10% for educational features. The remainder of the time will be apportioned as follows: music, 50%; religious, 5%; agricultural 5%; civic 5%; and news broadcasts 5%.

The one and a half hour daily educational program to be broadcast from an auxiliary studio at the University will be supplied by members of the faculty chiefly.

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INTERNATIONAL RADIO CONGRESS CLOSES PARLEY

After a fortnight during which technical aspects of wireless were widely discussed, the International Radio Congress closed its sessions at Adlon, near Berlin, last week, according to the New York Times.

Radio engineers emphasized the importance of the technical control committee's work in connection with fair distribution of short waves over the whole world. A plan has been approved providing for systematic wave distribution which will be further worked out at the next conference in Cairo, Egypt, in 1938.

Considerable attention was given to the possibilities of eliminating static and improving acoustics. Special committees worked on television, radio photographs and talking films.

Dr. von Boeckmann, one of the German delegates, suggested that authors and other prominent persons be invited to describe conditions in their own countries. International concerts will be given early in September in Switzerland, in mid-October in Italy, early in December in Finland, in mid-January of 1938 in the Netherlands, early in March in Ireland, in mid-April in Norway and early in June in Yugoslavia.

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LOHR PRAISES CHEERIO FOR HIS UNPAID GOODWILL SERVICE

The guest of honor at the 10th anniversary celebration last Saturday, Lenox R. Lohr, President of the National Broadcasting Company, declared that the Cheerio program represented a decade of effort on the part of the NBC to render real service to the listening public. Cheerio had told how the program had been fostered by M. H, Aylesworth, first NBC president.

"Amid the many programs on the air, necessarily diversed to meet all tastes", Owen D. Young, Chairman of the General Electric Company, was quoted as saying, "there stands out one of such distinction in its universal appeal, in its simple, unselfish word, that its story deserves to be recorded as a glorious achievement in radio history."

During the course of his remarks, President Lohr said:

"You have mentioned the need for programs that are sufficiently diverse to meet all tastes. The management of a broadcasting company must function much as the editor of a journal who, so far as he can ascertain the tastes of his readers, allots a proportionate amount of white space to meet their wishes. Our "white space" is "time on the air". We must analyze the fields covered by commercial interests, through which all our broadcasting is made possible, and ascertain what elements remain to be covered during the time which we ourselves use.

"The intimate and intensely personal Cheerio program was designed to fulfill the high mission of giving convalescent invalids and other shut-ins a good start for the day. As time went on, it was discovered that the program was not only reaching its intended field but the shut-ins themselves were proving an inspiration to countless American homes. For ten years the National Broadcasting Company has gladly joined with Cheerio in his unpaid service of goodwill, and, today, we join with his host of friends and listeners everywhere in wishing him a happy birthday and in expressing our deep appreciation of his fine work and character."

A forerunner to Major Lohr's speech was the big parade "in the land of make-believe" headed by the stations from coast-to-coast, which carry the Cheerio program, supposedly followed by various groups of listeners, such as the shut-ins, and finally the performers who have served the Cheerio program so faithfully for the past ten years, including the engineers and the now famous canary birds.

Although the fact was not mentioned during the anniversary program, it was learned from another source that "The Story of Cheerio", recently published in book form by the Garden City Publishing Company, Garden City, Long Island, New York, had reached the sale of 23,000 copies.

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BROADCASTING NETWORKS DENY BIAS IN COURT SPEAKERS

Spokesmen for the two principal broadcasting networks, the National Broadcasting Company and the Columbia Broadcasting System, in New York, denied charges of Senators that they were favoring the Administration in scheduling speakers on the President's Court reform following a threat by Senator King (D.), of Utah, to ask for a Senate inquiry. The denials were carried in the New York Times.

The National Broadcasting Company reported more than seventy speakers in the judiciary discussion, about evenly divided for and against since February 5th.

Statistics of the Columbia Broadcasting System showed that more than forty speakers had discussed the pros and cons of the issue over the WABC hook-up.

Few national issues, outside of a political campaign, have brought so many speakers to the studios in quest of time at the microphone. Mr. Roosevelt's Victory Dinner speech on March 4th and his "fireside chat" on March 16th increased the number anxious to take issue or to agree with him. The broadcasters asserted that, whenever possible, they tried to furnish the facilities.

In several instances, the network officials explained, speakers were cut off the air before concluding their remarks, but this was because of previous commercial commitments and not because of any censorship or desire to disagree with the speaker. In the majority of cases the speakers were aware of the time limitation, it was stated.

When Senator Burke of Nebraska spoke at Carnegie Hall on Friday night last at a mass meeting against the President's plan, he prefaced his speech by warning listeners that time was limited on the air. He said that he was likely to be cut off before he finished, but should any one care for a complete copy of his remarks, he would send it by mail.

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FCC PUTS DAMPER ON UNAUTHORIZED BROADCAST OF BALL GAMES

On the eve ov another baseball season, the Federal Communications Commission has turned thumbs down on the unauthorized play-by-play broadcasting of professional games. It has issued a warning to radio stations that such action will endanger the broadcaster's license.

Acting on the complaint of the American League of Professional Baseball Clubs and certain of its member units alleging that WMCA, New York, "pirated" information on play-by-play accounts of American League games, the Broadcast Division March 1st notified the station that it considered this practice a violation of the Communications Act. It held that in the particular case the complaint did not afford sufficient grounds for drastic action but notified the station that the practice would not be countenanced in the future.

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SHORT-WAVE REBROADCAST EXPERIMENTER DIES

Col. Frank R. Curtis, U.S.A., retired, Manager of the Army and Navy Club in Washington, formerly in the Signal Corps and who lately has devoted considerable time to short-wave experiments, died Sunday at Walter Reed Hospital after an illness of several months. He was 64.

In cooperation with Kurt Sell, Washington representative of the German Broadcasting Company, Colonel Curtis was successful in picking up programs by short-wave from Berlin and furnishing to Station WOL in Washington where they were rebroadcast to listeners in the National Capital. Colonel Curtis had a complete short-wave pickup and rebroadcasting set-up in his home and at the time of his death was making considerable progress in this work.

A native of Mount Vernon, N. Y., Colonel Curtis volunteered for the War with Spain, joining the Forty-fourth Infantry in New York as a First Lieutenant. The end of hostilities found his outfit at Chickamauga. Thereafter he obtained a commission in the Regular Army and went to the Philippines, where he saw considerable action in the insurrection.

Just prior to America's entry into the World War, Colonel Curtis was detailed to the National Guard Bureau in the War Department. Once this country got in the war, Colonel Curtis was detailed to the office of the Chief Signal Officer. For his services in this office throughout the war he was awarded the Distinguished Service Medal.

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::: TRADE NOTES :::

The Federal Communications Commission this week was urged to grant an application of Isadore Goldwasser, of Anniston, Ala., for a construction permit to build and operate a broadcasting station on 1420 kc. with 100 watts power, daytime, by Examiner Ralph L. Walker.

Of the total of all network sponsored mail received by the National Broadcasting Company in 1936, 68% was directed to daytime programs, according to the annual audience mail analysis prepared by the NBC Statistical Department. Seven of NBC's leading ten sponsored programs, ranked according to volume of mail received, were daytime features. There were 5,560,671 responses received by NBC during 1936, not including many millions more sent directly to NBC advertisers. This total set an all-time high.

A favorable report was filed with the Federal Communications this week by Examiner P. W. Seward on the request of Harold M. Finlay and Eloise Finlay, of La Grande, Ore., for a construction permit to operate a broadcasting station on 1420 kc., with 100 watts nighttime and 250 watts daytime, unlimited hours.

This year, Coronation robes are among the star exhibits of the Fashion Parade at the British Industries Fair. The Coronation robes of a Viscountess were recently shown for the benefit of women "viewers" in an afternoon program from the British Broadcasting Corporation's television station in London. Several of fashion's latest developments were seen in this program.

This week WOR dispatched to more than 2,700 advertising agencies and advertisers the first copies of "Of These We Sing", claimed to be the most complete and intensive market data book published by any one station.

Running to more than 64 pages, measuring 9 x 12 inches, and high-lighted in special process colors, "Of These We Sing", probes deeply beneath the surface of Greater New York - the market WOR serves. WOR expects for "Of These We Sing", a reception even greater than that accorded "To Market-To Market", the prize-winning WOR book published during 1936.

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WCKY ANNOUNCES POWER BOOST IN NOVEL MANNER

L. B. Wilson, President of Station WCKY, Covington, Ky., and the National Broadcasting Company adopted a novel scheme to advertise the recent increase in power of the station. Large copies of an RCA radiogram, addressed to the recipient personally in each instance, were mailed out by R. C. Witmer, Vice-President in Charge of Sales of NBC, with which WCKY is affiliated.

The telegram states:

"Station WCKY, Cincinnati, (Basic Blue Network) has just announced increase in power from 500 to 1000 watts Stop L.B. Wilson of WCKY informs us that this will mean more than a fifty millivolt signal in heart of Cincinnati and will add over three hundred thousand potential listeners with WCKY's one-half millivolt line Stop This is one more evidence of continued improvements being made in NBC networks and better NBC service to listeners and advertisers as outlined in book "Now 117 NBC Stations' sent you a few days ago."

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C.I.O. PLANS TO ORGANIZE ALL ELECTRICAL INDUSTRY EMPLOYEES

The Committee for Industrial Organization, now engaged in negotiations with the leading electrical industries, plans to cover the entire fields of electrical manufacturing and communications, it was stated in Washington this week. It is expected that this drive ultimately will include the radio industries.

The executive board of the United Electrical and Radio Workers of America, C.I.O. affiliate, has opened collective bargaining conferences with the General Electric Co. at New York and plans to seek similar parleys with the Westinghouse Electric & Manufacturing Co. and the American Telephone & Telegraph Co. General Electric employs 60,000; Westinghouse, 45,000.

Looking beyond these "big three", William Mitchell, national representative of the Union, asserted:

"We are going to organize them all. We have organizers all over the country."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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No. 1013

SENATOR WHITE SUPPORTS MOVE FOR RADIO INVESTIGATION

The first endorsement of the move in the House of Representatives for a broad radio broadcasting inquiry came this week from Senator Wallace White (R.), of Maine, co-author of the 1927 Radio Act, and one of the veteran radio legislators in Congress.

After making a prolonged review of radio legislation and the purpose of Congress in enacting the original radio regulatory law, Senator White said:

"Mr. President, I join in the hope which has been expressed by others that there may be an investigation of this entire subject matter."

Senator White criticized the Federal Communications Commission for yielding to political pressure, for allegedly disregarding the recommendations of its own engineers, and for ignoring the demand of one of its own members that the Broadcast Division investigate the feasibility of adopting special regulations for chain broadcasting.

Citing the growth of the networks in recent years, Senator White pointed out that NBC and CBS control the major clear-channel and high-power stations in the country.

"Now this control of this number of stations operating on clear channels with 50-kilowatt power means that two organizations, with headquarters in New York, determine the character of information going to a substantial part of the people of this country, both urban and rural", he continued. "With the exception of about 3 stations, all of the 26 mentioned by me have been acquired under the authority of the Commission since 1927. The process of centralized control is going on. The independent stations are becoming relatively, if not actually, fewer. Is the Congress interested in the process? If it is, I again urge that it investigate and study the facts and the implications thereof.

"The Congress at the time the 1927 Act was passed, while, perhaps, not fully appreciating the growth of the chain system, did recognize the possibilities of the situation and wrote into this early act the authority to make special regulations applicable to radio stations engaged in chain broadcasting. This provision was continued in the 1934 Act. The regulating body has seemed indifferent to the problem or without definite views concerning it.

"In November 1935 one of the Commissioners - and I do not get the information from him - presented a motion in a meeting of the Commission directing the Broadcast Division to report to the Commission: (a) Whether, in its opinion, the Commission should adopt special regulations for the regulation of chain broadcasting; and (b) in the event that the adoption of such special regulation is believed by that division to be desirable, the proposed text of such regulations.

"This motion was referred to the Broadcast Division for consideration and report. There has been no report. Nothing appears to indicate that the problem has been considered, notwithstanding its overwhelming importance.

"I do not want to reflect unwarrantably upon any member of this Commission. In past years I have given much attention to the problems presented and have some appreciation of the difficulties inherent in the situation. I feel justified, however, in general comments on the Commission's work.

"In the first instance, every Senator knows, that the air is full of reports that cases have been decided not alone on the evidence presented and the merits of the issue, but that political pressure has been often exerted, and that it has been determinative in many instances. There is, I believe, a public impression that applicants before the Commission should and must seek political aid. The Commission ought not to be subjected to such influences. Its decisions ought not to be under suspicion to the extent they now are because this or the other person of political power has intervened. I know of no more certain means of reestablishing the Commission in public respect than to turn on the light of publicity and thereby to stop these attempts to improperly influence a quasi-judicial and regulatory body of the Government.

"There is persistent report that the Commission, in the consideration of cases and in the determination thereof, disregards its own procedural rules and its established engineering standards. Is this true? If there is justification for the belief, what is the justification for the Commission's acts?

"There is a greater volume and persistence of criticism of this Commission than of any other bureau or commission of the Government. Is there warrant for this? I think the Congress should free the Commission from unjustified suspicion or it should act if its policies and purposes and the standards which ought to guide a regulatory body of the public importance of this Commission are being disregarded. Only a searching inquiry will give the answer to these questions.

"Scientists tell us we are on the threshold of great events in radio. New bands are to be available in what are termed the "ultra high frequencies." The practical use of television is believed to be at hand. The possibilities of the

future are beyond our knowledge. It is certain that governmental regulation cannot be dispensed with. Regulation must be dictated by sound principles, so far as these are known, and by a body whose acts shall be guided by a sense of public responsibility and by an independence which is deaf to every political and other unworthy suggestion."

Senator White contended that the authors of the 1927 Act sought to guard against monopolistic control of radio communication facilities. Three principal evils, he said, were aimed at in the law.

"Of first importance", he said, "is the principle that the licensing of a station and of the right to use a designated frequency therein should not create a vested right in the license or in the frequency."

He then called attention to the profits of broadcasting and particularly to the sale prices of stations as disclosed by recent Senate and House appropriations hearings.

"Such figures", he added, "suggest that an inquiry should be made into the radio industry in order that the Congress may have complete knowledge as to the investment in radio stations and their equipment; as to profits; as to the real considerations for the sale, assignment, and leasing of stations; as to whether licensees are receiving huge sums for licenses which cost them nothing; and generally into the basic question of whether property rights in the nature of vested rights are being asserted in frequencies and are being recognized by the Commission."

Senator White discussed the trend toward newspaper control of radio stations and the hostility it has engendered. Without taking sides, he warned publishers that, besides taking monetary risks in investing in broadcasting stations, they would court government curbs on freedom of the press.

"It is not unreasonable to fear that the development of newspaper ownership in this governmentally controlled means of communication is the great threat to the freedom of the press in America", he said.

The other two major points discussed by Senator White were (1) alleged trafficking in licenses, and (2) charges of monopoly.

"Why should the government be concerned?" he said with regard to the former issue. "The price paid cannot affect the legal powers of the Commission. In a legal sense a station licensee who has paid a huge sum for an assignment, a sale, or a lease, and who has violated the law is subject to the penalty of revocation or to the rejection of a renewal of application as is one paying a nominal consideration, but I am afraid the

human element enters into the equation and punitive action is not so certain in the one case as in the other.

"If we will regard the relaties, we will recognize that, in disregard of the Congressional purpose, stations and licenses and frequencies are being freely bought and sold and leased; that prices are being asked and paid which have no possible relation to the investment, and which can only be explained upon the theory that the frequency is being highly capitalized."

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MEXICO'S 68 STATIONS STUDIED AT HAVANA CONFERENCE

One of the principal topics of discussion at the North American radio broadcasting conference in Havana March 15-22 is the question of how many of the 96 clear channels allocated to this continent shall be used exclusively by Mexico. Another is whether the "border stations" shall continue to disturb United States broadcasters.

Consequently a new authorized list of broadcasting stations now in operation in Mexico, together with their frequencies, discloses the extent of the problem. The list was obtained from the American Embassy in Mexico City.

It shows that Mexican broadcasting has grown rapidly in the last few years and now includes 68 long wave stations and two short-wave stations. It has two transmitters that are more powerful than any of the regular U. S. stations, excluding the experimental WLW, and both are "border stations".

XENT, Nuevo Laredo, operates with 150,000 watts on 910 kc. under the direction of Norman T. Baker, former American broadcaster, while XERA, Villa Acuna, uses 75,000 watts on 840 kc., with Dr. John R. Brinkley, goat gland specialist, in charge.

Mexico has two 50,000 watt stations: XEAA, Mexicali, and XEPN, Piedras Negras. There are 17 stations operating in Mexico City.

The complete list as prepared by the American Embassy follows:

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Agua Caliente	XEBC	Cia. Mexicana del Agua Caliente, S. A.	730	5,000
"	XFC	Gobierno del Estado de Agua Caliente	810	350
"	XFA	" " " "	1,310	5
Chihuahua	XEFI	Feliciano Lopez Islas	1,440	250
Ciudad Juarez	XEJ	Juan G. Buttner	1,020	1,000
"	XEFV	Jose Onofre Meza	1,210	100
Cordoba	XEAG	Diodoro Zuniga	1,310	10
Durango	XEE	Alejandro O. Stevenson, Jr.	1,210	50
Guadalajara	XED	Cia. Radiofonografica, S.A.	1,160	2,500
"	XEA	Alberto Palos Sanza	1,060	125
Guajanuato	XEAZ	Antonio Zavala	1,420	7
Hidalgo del Parral	XEAT	David G. Cervantes	1,210	50
Jalapa	XFD	Gobierno del Estado de Veracruz	1,340	350
Jalapa	SFB	" "	1,270	250
Leon	XEKL	Cia. Difusora del Bajio	1,240	500
Matamoras	XEAM	M. L. Salinas	960	7
Merida	XEY	Ramon Rubio	1,000	10
"	XEFC	Julio Molina Font	550	100
"	XEZ	Jorge L. Palomeque	630	500
Mexicali	XEAO	Luis L. Castro	560	250
"	XEG	Juan C. Chavez	1,270	200
"	XEAA	Carlos Blando	920	200
Mexico City	XEW	Cadena Radiodifusora Mexicana, S. A.	890	50,000
" "	XEYZ	Radiodifusora Continental S. A.	780	10,000
" "	XEB	El Buen Tono	1,030	10,000
" "	XEFO	Partido Nacional Revolucionario	940	5,000
" "	XFO	" "	940	5,000
" "	XEN	Cerveceria Modelo S. A.	710	1,000
" "	XEAL	Cia. Pan-America de Radio	660	1,000
" "	XEP	Ana Maria Rovalo de Pasalaqua	8d0	500
" "	XFX	Secretaria de Educacion Publica	610	500
" "	XEL	Esperanza Romero de Gonzales	1,100	250
" "	XEAL	Carlos Gonzalez Caballero	1,240	100
" "	XEFZ	Manuel Zetina	1,370	100
" "	XELC	Manuel Valdes Bravo	740	100
" "	XEWZ	J. V. Esparza	1,150	100
" "	XEK	A. Martinez	990	100
" "	XEMX	Alfonso Traslosheros Avalos	1,280	12
" "	XECX	M. E. Bravo de Cardero	1,310	10

Call Letters	Operator	Frequency in Kilocycles	Power in Watts
XEDC	Cia. Periódica del Lago Titicaca, S. A.	730	8,000
XFC	Radiodifusora del Trópico, S. A.	810	500
XIA	" " "	1,010	1
XIQT	Teléfonos Longa Tejas	1,440	500
XOU	Juan J. Martínez	1,000	1,000
XEFT	Jose Onofre Meza	1,210	500
XTAG	Gustavo Zúñiga	1,310	10
XCC	Alejandro O. Stavenhagen	1,310	50
XCLU	Cia. Radiofonoperfilia, S. A.	1,320	1,000
XYA	Alberto Díaz Ruiz	1,350	125
XZAZ	Antonio Tavela	1,420	7
XZLT	Carlos G. Tirado	1,510	50
XFY	Gobierno del Estado de Tamaulipas	1,340	500
XFA	" " "	1,370	500
XXXT	Cia. Difusora del Valle	1,420	500
XZAB	M. L. Salinas	540	7
XIT	Omar Ruiz	1,000	15
XCDT	Celio Molina Pino	590	100
XYZ	Jesús G. Salamanca	430	500
XZAC	Luis J. Osorio	800	500
XOY	Juan C. Olivera	1,270	500
XZAA	Carlos Tiznado	920	500
XEW	Cadena Radiofónica Mexicana, S. A.	840	50,000
XYZT	Radiofónica Centroamericana, S. A.	780	10,000
XCR	Cía. Cuba Mexicana	1,[illegible]	10,000
XZFP	Radio Central, S. A.	540	5,000
XEO	" "	740	5,000
XCB	Corporación Mexicana de Radio, S. A.	710	1,000
XZAZ	Cía. Pan-Americana de Radio	840	1,000
XZF	Cía. Maria Poveda de [illegible]	640	500
XYX	[illegible]	810	[illegible]
XYZ	Cooperativa Obrera de Gonzalez, [illegible]	880	100
XZLU	Radio Comercial Cabañero	1,340	100
XYZU	Manuel Zúñiga	1,370	100
XYZV	Manuel Valdés Frías	740	100
XYZZ	[illegible]	1,390	100
XIX	A. Lupercio	590	100
XZAE	Alfonso Triplicenero Avalos	1,490	15
XYY	A. C. Tovar de [illegible]	1,310	10

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Monterrey	XET	Cadena Radiodifusora Mexicana	690	500
"	XEH	Constantino de Tarnava	1,150	250
"	XEX	Luis F. Petit Jean	1,310	125
"	XEFJ	Rodolfo Junco de la Vega	1,230	100
"	XEFB	Jesus Quintanilla	1,420	100
Morelia	XEI	Carlos Gutierrez	1,370	125
Nogales	XEAF	Francisco G. Elias	990	750
Nuevo Laredo	XENT	Cia. Industrial Universal de Mexico, S. A.	910	150,000
" "	XEFE	Rafael T. Carranza	850	250
Piedras Negras	XEPN	Cia. Radiodifusora de Piedras Negras, S. A.	590	50,000
" "	XELO	" " "	1,110	10,000
Oaxaca	XEAJ	Enrique M. Orihuela	1,310	15
Puebla	XETH	Ramon Huerta	1,210	100
Reynosa	XEAW	Cia. Internacional Difusora de Reynosa	960	10,000
Saltillo	XEOX	Antonio Garza Castro	640	250
"	XELA	Enrique Gomez	1,240	50
San Luis Potosi	XEZZ	Emilio Delgado	1,370	100
Tampico	XEFW	Jose Expedito Martinez	1,310	250
"	XES	Fernando Sada	909	250
"	XEMA	Manuel M. Pier	1,080	50
Tia Juana	XEMO	Fernando Federico	860	2,000
"	XEAE	Adolfo Labastida Jr.	980	250
"	KEMZ	Adolfo Labastida Jr.	1,210	250
"	XEFL	Luis J. Garcia	1,150	250
"	XEOK	Carlos de la Sierra	760	200
"	XEC	Luis E. Enciso	1,160	30
Veracruz	XEU	Fernando Pazos	1,160	25
"	XETF	Jose Rodriguez Lopez	1,220	12
Villa Acuna	XERA	(Dr. John R. Brinkley)	840	75,000

SHORT-WAVE STATIONS

Mexico City	XECR	Secretaria de Relaciones Exteriores	7,380	20,000
" "	XEBT	El Buen Tono	6,100	500

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The Georgia Supreme Court recently handed down a decision that forbids the City of Atlanta from assessing a $300 license tax against Station WGST. The high court upheld contention of WGST that it was exempt from the tax because it operated under the Interstate Commerce Act and by authority of the Federal Communications Commission, which granted its license. Fulton County Superior Court, in a previous decision, had enjoined city from collecting the tax.

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PARIS TO BUILD 30 KW. TELEVISION STATION

A 30,000-watt commercial television broadcasting station, which it was said would be the world's most powerful thus far, was announced in an order this week by the French Ministry of Posts, Telegraphs and Telephones from La Materiel Telephonique Licensee, a company of the International Telephone and Telegraph Corporation of New York. The station is to be installed on the Eiffel Tower, with its antenna protruding from the top of the flagpole 1,100 feet above the ground.

The equipment, which will be developed in the Paris research laboratories of the Materiel Telephonique Company, must be put into service with reduced power by July 1 and operate with full power by the Autumn.

This new permanent broadcaster, being within the Paris Exposition grounds, will offer World's Fair visitors one more attraction illustrative of French progress and technique in the electrical communications field.

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RADIO INQUIRY BELIEVED CERTAIN ON CAPITOL HILL

Informed members of Congress this week predicted that an investigation of the radio broadcasting industry at this session of Congress is certain to be ordered and that probably within a few weeks.

The House Rules Committee, it is understood, has practically agreed to report out the Connery resolution but is waiting to allow Representative Wigglesworth (R.), of Massachusetts, an opportunity to be heard. This probably will be granted next week.

Congressman Wigglesworth wants the resolution to specify the Federal Communications Commission although it is generally recognized that the FCC will be drawn into the inquiry once it is launched. Representative Connery's original resolution named the FCC, but an amended draft omitted them and substituted the three major networks. This was done, it is understood, at the request of members of the Rules Committee.

Senator White (R.), of Maine, who this week made an address on the subject in the Senate, has stated that unless the House undertakes the investigation the Senate will. House members who are friendly to the FCC believe that the House probe would be less embarrassing.

While the inquiry probably will be directed at the charges of monopoly by the networks, indications are that it will delve into recent sales of stations and varied grants by the FCC as well.

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OFFICERS NAMED BY INTERNATIONAL RADIO COMMITTEE

Commdr. T.A.M. Craven, Chief Engineer of the Federal Communications Commission, was elected president recently at a meeting of the American Section of the International Committee on Radio in Washington.

Other officers chosen are:

Louis G. Caldwell, Vice-President; Howard S. LeRoy, Treasurer; and F. P. Guthrie, Secretary. Executive counsel includes: John W. Guider, Chairman; A. L. Ashby, Thad H. Brown, William R. Vallance, J. H. Dellinger, and Francis C. deWolf.

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PAYNE INITIATES INQUIRY BUT HAS NOTHING TO SAY

Although the special committee of the Federal Communications Commission headed by George Henry Payne held its first meeting this week in connection with the inquiry in the George S. Smith case, it was stated at his office that there had been no developments worth reporting yet.

The committee is understood to have called Miss Mary Belle Anthony, FCC employee, before it as the first witness. Miss Anthony was transferred from the Docket to the Accounts Division after she allegedly aided Mr. Smith, Washington radio lawyer, in inserting affidavits in a file in violation of FCC rules.

Radio Daily, however, quoted Commissioner Payne as saying that a good portion of the work which the FCC is trying to accomplish is being impaired by the activities of organized radio lobbyists.

"This lobby consists of a few lawyers who claim they can get the FCC to do most anything", he said. "What they actually do is to work through subordinates within the FCC and get them to do things they should not do. The FCC should definitely be free from influence of such groups."

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REVISED SAFETY-AT-SEA BILL REPORTED TO SENATE

A completely rewritten bill amending the Communications Act of 1934 for the purpose of promoting safety of life at sea was reported to the Senate this week by Senator Wallace White (R.), of Maine, for the Senate Commerce Committee.

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CBS EARNS $4.41 A SHARE, REPORT SHOWS

The Columbia Broadcasting System, Inc., in its annual report for the fiscal year ended on January 2 (a fifth-three week period), showed gross sales of time amounting to approximately $27,800,000, on which the company earned $3,755,522, or $4.41 a share on the 852,335 capital shares outstanding. This compared with sales in 1935 of $22,771,000 and a net profit of $2,810,078.

William S. Paley, President, told stockholders in his report that the company had set aside $934,000 out of the 1936 earnings as addition to the surplus account, and that it had provided out of current earnings a tax on undistributed profits of $97,622.

Touching on the company's activities in the field of television, the report stated: "Much remains to be done. At the moment satisfactory general television broadcasting is still well in the distance. We are doing our part to hasten its coming."

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David Sarnoff, President of the Radio Corporation of America will extend greetings to the N. V. Philips Omroep Holland-Indie, pioneer European short-wave transmitter, on the tenth anniversary of its first world program, Saturday, March 20th. The message, to be sent by short-wave to Eindhoven, Holland, will be heard in the United States from 9:21 to 9:30 A.M., EST, over combined NBC-Red and Blue Networks. Mr. Sarnoff's greeting will be in the nature of a tribute to N. V. Philips, founder of Station PHOHI in 1927.

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HOW SOVIET BROADCASTING TIME WAS APPORTIONED IN 1936

The following table has been circulated by Radio Centre, Moscow, to show how broadcast time on Soviet broadcasting stations was apportioned in 1936:

Kind of Broadcast	Percentage
1. Musical Broadcasts:	
a. Opera and ballet	5.8
b. Operetta	0.2
c. Montage of opera and operetta	4.7
d. Music-symphonie, chamber and vaudeville entertaining	28.5
e. Dance music	2.2
f. Folklore	2.3
g. Amateur	0.7
Total:	44.5
2. Television	1.7
3. Literary broadcasts	3.7
4. Self-education broadcasts	5.4
5. Information:	
a. Current events (actual events broadcast, not from the studio)	1.4
b. Latest News	10.9
c. Reports and talks	18.2
d. Advertisements	2.7
Total:	33.2
6. Miscellaneous:	
a. Children's broadcasts	5.8
b. Physical Culture broadcasts	3.5
c. Miscellaneous	2.2
Total:	11.5
Grand Total:	100.00

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A report from Western Australia gives an illustration of how, in isolated communities, primitive methods of sending signals may be linked up with short-wave broadcasting. A sheep-station hand was reported missing from an out-station in the Roebourne Tableland. The police at Port Hedland were informed. Before setting out on what might have been a long and fruitless search, the police broadcast messages to all who had short-wave receivers in a given area, asking them to put up smoke signals if they were able to receive the message. A second message was then transmitted, asking those who had responded to put up another smoke signal if they knew that the missing man had been found. After an interval a second smoke signal gave the police the information they required.

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WLW TO USE WHN STUDIO IN REPORTED NEGOTIATION

An arrangement has been made between WLW, Cincinnati, and WHN, New York, for the 500,000-watt station to use the New York station as the exclusive source of its New York programs, according to Variety. A contemplated deal of the same nature between WLW and WMCA was dropped, the report stated.

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AUT. INDUSTRY GAVE NBC 15.8% OF TOTAL 1936 REVENUE

Automobile and allied industries last year accounted for 15.8% of the National Broadcasting Company's total revenue, according to figures just released by the NBC Statistical Department. The amount invested in NBC time during 1936 by this classification topped all previous years. NBC received 57.4% of the automobile and allied industries' total expenditures on national networks.

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CESAR SAERCHINGER RESIGNS AS CBS EUROPEAN DIRECTOR

Cesar Saerchinger, European Director of the Columbia Broadcasting System since June, 1930, has resigned in order to gain leisure for literary work. He will return soon to this country after having lived abroad for eighteen years.

Edward R. Murrow, at present Director of Radio Talks for CBS, succeeds Mr. Saerchinger, and will be stationed at Columbia's London headquarters about May 1st. Mr. Murrow's successor in New York will be announced soon.

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GERMANY FORCED TO DUMP EXCESS RADIO RECEIVERS

Apparently the German radio industry ended last year with a lot of old radio sets on hand, the U. S. Trade Commissioner Rolland F. Welch at Berlin reports, because the Minister of Economics has issued a permit to the radio industry covering a price reduction of from 5 to 15 percent retail on all 1936 radio receivers on hand. The lowest price reduction will be on small, cheap sets and the larger reductions will be on the expensive receivers of many tubes.

The radio season begins in Germany each Fall with the introduction of new models but there have been very few changes in 1935 and 1936 and few changes are predicted for 1937.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

File

INDEX TO ISSUE OF MARCH 23, 1937

No. 1014

March 23, 1937

FCC STARTS TO CLEAN UP BROOKLYN CASE AS PROBE LOOMS

With a Congressional investigation of radio broadcasting and its regulation accepted as a certainty, the Federal Communications Commission this week started to clean up one of its most troublesome cases.

Involving five Brooklyn stations and the Brooklyn Daily Eagle, the fight over facilities has been pending before the FCC since its organization and prior to that before the Federal Radio Commission.

It has been decided once by the FCC; the decision has been withdrawn; hearing after hearing has been scheduled on the reconsideration only to be postponed. Now, as the House Rules Committee prepares to pass upon the Connery resolution for a radio inquiry, the hearing has started. It probably will continue all week.

The continued operation of three Brooklyn stations - WLTH, WARD, and WVFW is at stake. The Commission in October, 1935, ruled that these stations should be denied license renewals, and at the same time decided that the disputed 1400 kilocycle channel should be divided between WBBC and the Brooklyn Daily Eagle.

Commissioner Irvin Stewart thereupon issued such a vigorous dissent and other protests proved so forcible that the decision was withdrawn and a rehearing was ordered.

Also involved in the case is Station WEVD, of New York City, now operating on 1300 kc. It is seeking assignment on the 1400 kc. wave.

As the hearing opened, indications were that it would be "a dog fight" among the stations involved for the 1400 kc. channel. That the FCC is now determined to go ahead with the hearing was apparent from the action of Chairman Anning S. Prall in over-ruling a motion by counsel for WBBC that it be postponed further.

The Commission in reaching its decision in the Fall of 1935 explained its conclusions as follows, in part:

"The Commission has before it eighteen conflicting applications with respect to the assignment of a single facility; viz., 1400 kc. Manifestly, all of them cannot be granted. The mandate of the Communications Act of 1934, to which we must

adhere, requires us to undertake a careful comparison of the merits of competing services.

"Of the four applications originally filed by Statio WARD, WBBC, WLTH and WVFW the evidence, although contradictory in many respects, ultimately impels us to the conclusion that t. operation of Stations WARD, WLTH and WVFW does not serve public interest, convenience and necessity. Upon the record before us we do not feel justified in renewing the licenses of Stations WARD, WLTH and WVFW for one-fourth time each, let alone increase the hours of any one of them.

"It is true that each of the stations operating in the Brooklyn area permitted the use of its facilities to certain civic, educational and religious organizations, but a complete review of this record indicates in no uncertain terms that Stations WARD, WVFW and WLTH were operated by the licensees in a negligent, slipshod and unbusinesslike manner. It further appears from this record in spite of much contradictory evidence, that the licensees of Stations WARD, WLTH and WVFW are far more interested in the financial return they get out of the station, than they are in rendering a good service to the listening public. This is evident, in part, from the practice indulged in by two of the stations of selling time and giving complete control over the programs to the person to whom the time is sold. In the case of the Paramount Broadcasting Corporation, as has hereinbefore been pointed out, the licensee apparently turned over complete control of the station to its manager who, for all practical purposes, was really the licensee.

"If there were unlimited facilities so that all who desired them might be accommodated, there would be less necessity for rigid selection between applicants, but in the existing state of the art, with available facilities severely restric' ed by physical and scientific factors, only a limited number can be so favored. In a measure perhaps all of them give more or less service. Those who give the least service, however, must be sacrificed for those who give the most. The abstract right of all persons to engage in the business of broadcasting is not absolute but exists only if their operation will serve public interest, convenience and necessity.....In the case at bar, on the record before it, the Commission is of the opinion that the applications for renewal of the licenses of Stations WARD, WVFW and WLTH standing alone, are not worthy of approval. Needless to say, no consideration can be given to their applications for additional time.

"On the record before us we have determined that the application of the Brooklyn Broadcasting Corporation (WBBC) for renewal of license should be granted. We can now undertake a comparison of the showings made by this station (WHBC) on its application for modification of license, with those made by the pending applications by the other applicants for modification of license.

"The Brooklyn Broadcasting Corporation(s (WBBC) application for modification of license requests the use of 1400 kc full time. So also does the application of Brooklyn Daily Eagle for construction permit to erect a new station in Brooklyn. Competing with these two is the application of Arde Bulova and Norman K. Winston for construction permit to erect a new station in Brooklyn, for full time use of 1400 kc., and the application of Debs Memorial Radio Fund, Inc., licensee of Radio Station WEVD for modification of license to operate full time on the frequency 1300 kc., requesting that stations WFAB, WBBR and WHAZ, assigned to this frequency, and with which it shares time, be transferred to the frequency 1400 kc. in the event the Commission should deny the renewal license applications of WABD, WVFW, WLTH and WBBC.

"The application of the Debs Memorial Radio Fund, Inc., (WEVD) for modification of license, if granted, would result in causing objectionable interference with the service of other existing stations. Since there is no other proposal which the Commission can consider on the record before it, it is compelled to refuse this application.

"Thus the competition for the frequency 1400 kc. is limited to the following: Brooklyn Broadcasting Corporation (WBBC); Brooklyn Daily Eagle Broadcasting Company, Inc., and Arde Bulova and Norman K. Winston. Of these three applicants the Commission feels that the existing Station WBBC, whose operation at Brooklyn over a long period of time has been handicapped to some extent by its lack of sufficient time, has the financial, technical, legal and other qualifications necessary to its successful operation on a larger scale, so as to allow this station one-half time on the frequency 1400 kc. As to the remaining half time between the applicants, Brooklyn Daily Eagle Broadcasting Company, Inc., and Arde Bulova and Norman K. Winston, the Commission is of the opinion that the Brooklyn Daily Eagle Broadcasting Company, Inc., is clearly in a position legally, financially, technically and otherwise, to render better service in the public interest, particularly because of its intimate knowledge of the needs of that section of the country, it having been in close touch with that community through its newspaper for a long period of time and, therefore, its application is granted in part so as to permit the erection of a new station to operate on the 1400 kc. frequency with the remaining one-half time."

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Station WDGY, Minneapolis, has started a new series of television broadcasts through its station W9XAT, at 12:30 p.m. daily, under the personal direction of George Jacobson, chief technicial.

Dr. George Young, owner of the station, is one of the pioneers in television and has complete studio equipment costing between $40,000 and $50,000.

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SENATE PASSES SAFETY-AT-SEA MEASURE AFFECTING RADIO

Without debate the Senate last week passed a bill to amend the Communications Act of 1934 for the purpose of promoting safety of life and property at sea through the use of wire and radio communication and to make more effective the International Convention for the Safety of Life at Sea, 1929.

The measure, which now goes to the House, specifies what radio equipment is necessary for the various classes of sea vessels and certain types of life boats. It is intended to broaden the use of radio at sea.

A similar bill passed the Senate last session but died in the House.

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HIGH FREQUENCY BAND ATTRACTS APPLICANTS UNDER NEW RULES

The high-frequency broadcasting band, which may eventually open up a new field of purely local broadcasting, is again attracting applicants who otherwise have little chance of obtaining licenses from the Federal Communications Commission.

After more than a year's inactivity in this band, the FCC has again started issuing permits for new stations to operate in accordance with revised regulations. As a consequence almost a score of applications have been filed for assignments on the band although it is still listed as "experimental".

Newspapers are showing particular interest in the high frequencies because of the possibilities of their eventual development on a commercial scale.

Under the amplified rules adopted by the FCC the 33 stations now operating in this band may broadcast regular programs, including those commercially sponsored, provided they get no direct revenue from the broadcasts.

These high frequency stations appear at present to be limited in their coverage and most suitable for local reception with low power. Much experimental work remains to be done, however, before they can be placed on a commercial scale.

With the assignment of the two new groups of frequencies below 30,000 kc. for high-frequency broadcasting, the FCC took recognition of the allocation of these bands internationally for broadcast use. No international allocations have been made with respect to frequencies above 30,000 kc. except for general experimental operations. As a consequence, it is assumed that stations licensed on the bands below 30,000 kc.

will stand a good chance of retaining their assignments whereas it is quite probable that those operating on the higher frequencies may not retain the precise channels, under some future allocation treaty.

Grants made this month were to the Charleston Broadcasting Co., operating WCHS, Charleston, W. Va., on the 2600 kc. band with 50 watts; to Ben S. McGlashan, operator of KGFJ, Los Angeles, for assignment on the 88, 120, 240 and 500 megacycle bands with a maximum power of 500 watts, and to the General Electric Co., for such a station in Albany, on 31,600 to 41,000 kc., with 150 watts.

Of the 30 "apex" stations already licensed, eight are newspaper-owned. The 30 high-frequency stations already in operation are:

E. Anthony & Cons, Inc., W1XEQ, Fairhaven, Mass., 31600, 35600, 38600, 41000 kc., 100 w.; Edwin H. Armstrong, W2XMN, No. of Alpine, N. J., 41600, 86500, 111000 kc., 40,000 w.; Baltimore Radio Show, Inc., W3XEY, Baltimore, Md., 31600, 35600, 38600, 41000 kc., 100 w.; Bamberger Broadcasting Service, Inc., W2XJI, Newark, N. J., 31600, 35600, 38600, 41000 kc., 100 w.; Julius Brunton & Sons Co., W6XAS, San Francisco, Calif., 31600, 35600, 38600, 41000 kc., 100 w.; Columbia Broadcasting System, Inc., W2XDV, New York, N. Y., 31600, 35600, 38600, 41000 kc., 50 w.; Columbia Broadcasting System, Inc., W9XHW, Minneapolis, Minn., 31600, 35600, 38600, 41000 kc., 50 w.; Virgin V. Evans, d/b as The Voice of South Carolina, W4XH, Spartanburg, S. C., 31600, 35600, 38600, 41000 kc., 50 w.; Evening News Association, W8XWJ, Detroit, Mich., 31600, 35600, 38600, 41000 kc., 100 w.

Also, Head of the Lakes Broadcasting Co., W9XJL, Superior, Wis., 31600, 35600, 38600, 41000 kc., 80 w.; The Journal Company (The Milwaukee Journal), W9XAZ, Milwaukee, Wis., 26400 kc., 500 w.; Ben S. McGlashan, W6XKG, Los Angeles, Calif., 25950 kc., 1000 w.; Memphis Commercial Appeal, Inc., W4XCA, Memphis, Tenn., 31600, 35600, 38600, 41000 kc., 250 w.; Midland Broadcasting Co., Inc., W9XER, Kansas City, Mo., 31600, 35600, 38600, 41000 kc., 50 w.; Monumental Radio Co., W3XES, Baltimore, Md., 31600, 35600, 38600, 41000 kc., 300 w.; National Broadcasting Co., Inc., W2XDG, New York, N. Y., 31600, 35600, 38600, 41000 kc., 5000 w.; National Broadcasting Co., Inc., W2XHG, New York, N. Y., 31600, 35600, 38600, 41000 kc., 150 w.; National Broadcasting Co., Inc., W9XBS, Chicago, Ill., 31600, 35600, 38600, 41000 kc., 2500 w.

Also, Pulitzer Publishing Co., W9XPD, St. Louis, Mo., 31600, 35600, 38600, 41000 kc., 100 w.; Shepart Broadcasting Service, W1XER, Quincy, Mass., 31600, 35600, 38600, 41000 kc., 500 w.; Star-Chronicle Publishing Co., W9XOK, St. Louis, Mo., 31600, 35600, 38600, 41000 kc., 100 w.; Stromberg-Carlson Telephone Manufacturing Co., W8XAI, Victor Township, N. Y.,

31600, 35600, 38600, 41000 kc., 100 w.; WBEN, Inc., W8XH, Buffalo, N. Y., 31600, 35600, 38600, 41000 kc., 100 w.; WDOD Broadcasting Corp., W4XBW, Chattanooga, Tenn., 31600, 35600, 38600, 41000 kc., 100 w.; WKY Radiophone Co., W5XAU, Oklahoma City, Okla., 31600, 35600, 38600, 41000 kc., 100 w.; WTAR Radio Corporation, W3XEX, Norfolk, Va., 31600, 35600, 38600, 41000 kc., 50 w.; Westinghouse E. & M. Co., W1XKA, Boston, Mass., 31600, 35600, 38600, 41000 kc., 50 w.; Westinghouse E. & M. Co., W3XKA, Philadelphia, Pa., 31600, 35600, 38600, 41000 kc., 50 w.; Westinghouse E. & M. Co., W8XKA, Pittsburgh, Pa., 31600, 35600, 38600, 41000 kc., 150 w.; Westinghouse E. & M. Co., W1XKB, E. Springfield, Mass., 31600, 35600, 38600, 41000 kc.

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NBC DENIED PRESS ACCOMMODATIONS BY COURT

Radio broadcasters have been denied access to the press accommodations in the Supreme Court Building in Washington, D.C. A National Broadcasting Company representative filed a request with the Court that the chain be allowed to place a man in the press section of the new court room, and that he be allowed to broadcast digests of decisions immediately after they were handed down.

Marshal Frank Green told the NBC man that the nine justices had decided that the "request must be denied" although no explanation was given.

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RADIO LINK BETWEEN U. S. AND HAWAII OPENED

Completion of installation of the new radio apparatus at Fort Shafter, Hawaii, and in the Munitions Building in Washington, was celebrated yesterday (Monday) with an exchange of messages between Major Gen. Hugh A. Drum, commanding the Hawaiian Department, and Major Gen. J. B. Allison, Chief Signal Officer.

The equipment permits communication between Washington and Hawaii at a rate up to 300 words a minute.

Use of similar high-speed apparatus during the recent floods enabled the War Department's radio system to transmit a half million words, in addition to the normal traffic of government messages.

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MC DONALD PUTS CROSLEY TO WORK CHARTING GEORGIAN BAY

How Commander E. F. McDonald, Jr. put his guest, Powel Crosley, Jr., to work as an assistant in helping him chart dangerous passages in and around the 30,000 islands in Georgian Bay, thousands of which still remain unexplored by man,is told by Pierre Boucheron in the March issue of "The Rudder", the magazine for yachtsmen. The article is profusely illustrated by photographs of Commander McDonald's yacht "Mizpah", Senatore Marconi and David Sarnoff aboard the yacht, and numerous other views.

Last year there was published for the first time a chart of McGreagor Bay by McDonald and his crew with up-to-the minute scientific range and depth finding instruments. Only ten miles square there nestle within this Bay some 3,000 islands previously uncharted. Even so, this new chart is not complete by any means. It shows one where to go but not where one cannot go. At one stage of this charting, Powel Crowley, Jr., a guest, flew over McGreagor Bay in his amphibian for a full day taking photos to ascertain the location of rocks, otherwise unseen.

"Commander McDonald actually rates the title", writes Mr. Boucheron, formerly of the Radio Corporation of America but now with the Remington Arms Company, who himself is a Lieut. Commander in the Naval Reserve. "He is a lieutenant commander in the U. S. Naval Reserve, having first been commissioned in 1917 when he served in the Navy as a lieutenant during the war, and the 'Mizpah' today is one of the very few private vessels on the Great Lakes privileged to fly the Naval Reserve pennant. Moreover, he takes this naval association seriously and demonstrates it in a practical way each year when local Sea Scouts take over the ship for their annual training cruise. Also, the professional master of the 'Mizpah' has standing orders to put out to sea in time of storm when it can be of help to small craft. Practically in commission the year around, the 'Mizpah' has won the unofficial title 'watch dog of the water front.'

"The 'Mizpah' may look like another millionaire's yacht but to a nautically minded visitor she is a most unusual vessel combining as she does a year-round home, laboratory and cruising office. Built in Hampton Roads in 1928, of 559 gross tons, and powered with two 1,000 horse-power Diesels, she has a cruising range of some 7,000 miles and carries a crew of twenty-seven. The range of her voice and telegraph radio is practically unlimited, as demonstrated during the ship's sojourn in the Galapagos and in Labrador when Commander McDonald was in constant communication with his Chicago business headquarters, thousands of miles away, with fifteen-minute daily long range conferences a common occurrence."

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TRADE NOTES

Colombia's National Police Department, under the jurisdiction of the Ministry of Government, at different times has considered the installation of a broadcasting station at Bogota and the establishment of radio car patrols in and about the capital. Heretofore a lack of funds has prevented the materialization of this scheme, but there is a chance of it being carried into execution before 1938, according to the U. S. Commerce Department.

A favorable report on the application of H. W. Wilson and Ben Farmer, of Wilson, N. C., for a construction permit to build and operate a broadcasting station on 1310 kc. with 100 watts power daytime was filed with the Federal Communications Commission this week by Examiner P. W. Seward.

Sale of merchandise by means of plans involving lottery schemes, in violation of Section 5 of the Federal Trade Commission Act, is alleged in two complains issued by that Commission. Albert J. Tarrson, 230 East Ohio St., Chicago, is respondent in one complaint. Trading as National Advertisers Co., A. J. Sales & Manufacturing Co., The Tarrson Co., and Pla-Pal Radio & Television Co., Tarrson is engaged in the sale of cameras, pen and pencil sets, radios, safety razors, clocks, and other merchandise.

The 1937 International Exhibition in Paris will be opened on May 1st and the annual Paris Fair will continue May 15 to 31. As usual there will be a special section at this Fair devoted to radio.

Denial of an application of the Falls City Broadcasting Corp., Falls City, Nebr., for a construction permit to build and operate a broadcasting station on 1310 kc., with 100 watts power, unlimited hours, was recommended in a report to the Federal Communications Commission this week by Examiner Ralph L. Walker. The station, the Examiner said, would cause objectionable interference.

David Guthrie, 13 years old, son of F. P. Guthrie, Washington Manager of R.C.A. Communications, Inc., died last Friday following a long illness. The funeral was held Monday in the churchyard near Staunton, Va., where other members of the Guthrie family are buried.

Imports of radio sets into Habana in January, according to private compilations from ships' manifests, numbered 3,425 units valued at 80,232 pesos. These data compare with 2,627 sets valued at 78,936 pesos, entered in December and 3,348 units valued at 71,895 pesos corresponding to incoming shipments in January of 1936. More than 25 brands were represented in the total imports for January.

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PHILCO LEADS RADIO MAKERS IN NEWSPAPER ADVERTISING

Philco Radio & Television Corp., Philadelphia, led radio manufacturers in newspaper lineage used last year, according to a tabulation made by Editor & Publisher.

The complete list, covering dailies in 100 cities, follows:

Sets	
American Bosch	26,637
Arvin	54,070
Atwater-Kent	5,400
Crosley Radio	53,259
Delco Radio	7,438
Emerson	55,577
Fairbanks Morse	16,524
General Electric Radio	417,810
Grunow	428,518
Kadette	1,750
Little Giant	1,740
Majestic	11,180
Midwest	60,279
Motorola Auto Radio	19,069
Philco	2,071,238
R.C.A. Victor Radio	559,146
Royale	488
Sparton	43,601
Stewart-Warner Radio	68,990
Stromberg Carlson	147,269
Westinghouse Radio	24,030
Zenith	422,730

Tubes	
R.C.A. Tubes	42,065
Sylvania Tubes	8,764

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NBC GETS OUT SPECIAL SHORT-WAVE PROGRAM

Made up five weeks in advance to get them to foreign countries in time for publication, program listings for short-wave Station W3XAL, at Bound Brook, New Jersey, are now being distributed by the National Broadcasting Company which operates that station. The listings are prepared by Vance Babb, Manager of the Press Division, and according to Wayne L. Randall, Director of Publicity, are published in response to a strong newspaper demand.

Such a listing service has been maintained by the General Electric Company for its short-wave stations W2XAD and W2XAF, at Schenectady, and also by the Columbia Broadcasting System for W2XE at New York and W3XAU, Philadelphia.

The first NBC-W3XAL listing covering the week of April 4-10 was mailed from New York March 5th.

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NETWORK ENGINEERS TO GO ON 5-DAY WEEK

The two "inside unions" representing the operating engineering staffs of the fifteen stations owned and operated by the National Broadcasting Company and the nine owned by the Columbia Broadcasting System, have completed arrangements with their managements under which the engineers of both networks will be working a five-day, forty-hour week on or before September 1st, according to the New York Times.

The engineers now are on a six-day, forty-eight hour week. The NBC engineering staff includes about 350 who are members of the Association of Technical Employees; the staff at CBS consists of 160 engineers who are members of the Associated Columbia Broadcast Technicians. The change in policy will not affect the wages of the technical employees, it was said by the network officials.

Neither association is affiliated with the American Federation of Labor or the Committee for Industrial Organization, it was pointed out.

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3/23/37

U. S. RADIOS SELL RAPIDLY AS DEVALUATION BOOSTS PRICES

Following is an account of the effect of devaluation in Switzerland on the radio market, as reported to the U. S. Commerce Department by Consul Maurice W. Altaffer, of Zurich:

"Nearly all American radios are imported as chassis, for which cabinets are manufactured here. Before devaluation the average cost of an American radio chassis was approximately 100 francs. After devaluation, therefore, this amounted to 140 francs. Considering the comparatively high retail prices charged for radios in this country and the good margin of profit obtained by the retail dealers, the loss resulting from devaluationcould have been absorbed by the latter. The Price Control Bureau, however, permitted them to increase prices of imported radios in an amount exactly equal to the loss in value of the currency.

"The domestic radio industry has requested the permission of the Price Control Bureau to increase prices on Swiss made radios by 10 percent buttnis has not been granted. It is not unlikely that a price increase approximating this amount will be approved by the Government around the first of 1937. This will cover the increased costs of materials going into the assembly of domestic sets, since Swiss radios are without exception assembled products. Sales are less a matter of price than of quality and advertising, so this price increase is likely to have little effect on turnover.

"As a result of the wave of periodic buying immediately after devaluation, stocks of American radios were soon sold out. Inasmuch as the quota for American radios is small, in spite of its increase through the provisions of the Trade Agreement, these stocks were of little significance. The contingent system, which was intended to afford protection behind which domestic interests could build up a radio industry in Switzerland, has been responsible for the reduction of American radio imports to a comparatively small volume. This is the more regrettable since American radio dealers were pioneers in this market and formerly controlled a large share of the trade."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF MARCH 26, 1937

No. 1015

STEWART ASSAILS ALLOCATION, CHAINS, AND RADIO REGULATION

The present allocation of broadcasting frequencies, whereby the metropolitan areas have the most desirable wavelengths, the duplication of programs via the networks, and the failure of the Federal Communications Commission to regulate properly in some instances were assailed by Dr. Irvin Stewart, Vice Chairman of the FCC, in an address at Duke University, Durham, N. C.

Going far beyond the criticisms of Commissioner George Henry Payne in a series of university lectures, Dr. Stewart gave a sweeping and highly critical analysis of the whole subject of public control of radio and the problems it raises. His address covers 27 mimeographed pages.

"The person who has the largest stake in American broadcasting is the listener," Dr. Stewart declared, "While the investment of the individual listener in his receiving set is small compared to that of the broadcast station owner or that of the large advertiser, in the aggregate the total investment in receiving sets is far greater than that in transmitting stations or in advertising time. In theory, broadcasting is for the benefit of the listener. It should be; for its heart is an uncompensated use of public property, and the listener is the man who foots the bill for broadcasting when he pays the cost of governmental regulation and when he buys the advertised product.

"One corollary of the American system in which broadcasting is supported by advertising revenue is generally overlooked. Somewhat over-simplified for emphasis, it is that a broadcasting system supported by advertising is one in which broadcast stations are located where the advertisers want them, not where they will best serve the country as a whole. This corollary is not entirely free in its operation for Congress, in setting up the regulatory authority, has said that in granting facilities, the Commission must so distribute them 'as to provide a fair, efficient, and equitable distribution of radio service' to each State. This general statutory requirement has operated as a limitation upon the complete freedom of broadcast station owners to locate their stations where the prospect of advertising revenue was the greatest.

"Another characteristic of the American system of broadcasting is that the initiative in the establishment of stations for the most part comes from persons who have a private interest, usually financial, in the ownership of the stations.

Their primary purpose is not to locate the proposed station so as to serve that portion of the population of the United States most in need of radio service. Generally speaking, the primary consideration of the applicant is that of financial return, not of service rendered. In practice this means intense competition for stations in areas with large population, and little demand for stations where population is comparatively sparse. The result is a distribution of broadcast stations in the United States which no engineer would attempt to defend as an efficient way to deliver broadcasting service to the country as a whole. . . .

"Clear channels were designed to provide rural coverage. On such channels, there was to be but one station operating with comparatively high power, having its secondary service area interference-free in order that large areas might be served.

"At this point, the economics of the American system of broadcasting come into play. With clear channel stations designed to provide rural coverage, most of them are located in the larger cities. The New York metropolitan area has four clear channel stations, Chicago four, Philadelphia two and Los Angeles two. Due to the breaking down of certain clear channels, there are now a total of 47 stations operating on the 40 clear channels. Twenty of them are located in metropolitan areas having a population of a million or more; fourteen in metropolitan areas having a population ranging from a quarter-million to a million. Forty-three of the 47 clear channel stations are located in metropolitan areas having a population of 100,000 or over.

"This leads me to another phenomenon in the American broadcasting picture, the networks or chains. In addition to about 40 local or regional chains there are three chains providing coast to coast service at the present time. All of the high power clear channel stations upon which the rural areas depend for broadcast service are owned or are affiliated with one of these three. A result of this is that a considerable portion of the population of the United States is largely dependent upon programs from chain stations. . . . . The duplication of programs on clear channels raises the fundamental question as to how successfully clear channels are meeting their declared purpose when they are used to pound the same program in on the listener from several stations rather than to give him a selection from which to choose the program to which he wishes to listen.

"The three coast-to-coast networks own a comparatively small number of stations, but they provide programs for a total of 249 out of the 696 broadcast stations in the United States, including practically all of the more powerful stations.

"Undoubtedly the chains have made available to small communities programs which it would have been difficult for them to receive otherwise. They have made it possible for national audiences to listen to programs of national importance. But, with three organizations in a position to determine what programs shall be carried on the most powerful broadcast stations all over the country at the times when most people are free to listen, it is small wonder that the cry of monopoly has been raised. At the present time there is pending before the House of Representatives a resolution providing for an investigation of charges of the existence of a monopoly in radio broadcasting.

"While Congress in the Radio Act of 1927 and again in the Communications Act of 1934 specifically gave to the Commission power to issue special regulations applicable to radio stations engaged in chain broadcasting, there are no such regulations at the present time, nor have any ever been in effect."

Some of his observations on other topics in radio regulation were as follows:

License transfers:

"A radio station license is personal to the licensee, granted after a finding that his holding the license will be in the public interest. There is nothing in that finding which says that he may sell the license to the highest bidder who may be technically qualified. Station licenses are not pieces of merchandise; they are evidences of a privilege to serve the public.

"There have been suggestions that, if the Commission does not explore its own powers to check sales of broadcast stations at inflated prices, Congress might recapture for the public the profit on the transfer of public property. The transfer of licenses at prices far in excess of the value of the physical equipment involved will sooner or later offer a tempting field for the middleman."

Newspaper control of stations:

"Men will differ in the weight they attach to the matter of newspaper control of broadcast stations as well as in the treatment they will propose. I can not agree with those who contend that the matter has no element of public interest which may be considered by a Commission granting applications under a statutory standard of 'public interest, convenience or necessity.'"

Advertising:

"How effectively the Commission can regulate advertising has never been shown and need never be shown if broadcast station licensees will accept the public responsibilities that go with a broadcast station license. Good taste can not be legislated, and I suspect that it cannot even be administratively required. Good taste, a sense of public responsibility and elementary decency on the part of broadcast licensees should make it unnecessary for the Commission ever to explore the possibilities of its power effectively to regulate advertising."

Programs:

"Can the Commission set up minimum standards of program quality which all licensees would have to meet? Standards of engineering efficiency are fairly easy of formulation and of application. Standards of program quality would be difficult both of formulation and of application. I for one, however, am not prepared at this time to state that standards of program quality are impossible either of formulation or application. The field is one in which the Commission has done nothing - it may possibly remain one in which the Commission will do nothing. The answer must depend upon the broadcaster."

Station Censorship:

"The refusal of a station owner to permit the use of his facilities for the expression of views inimical to his own may have serious results. In a large part of the country only a very few stations can be heard consistently. When a minority group is refused expression of its views over a single broadcast station, it means that those views cannot be heard in a section of the country where that station is the only one received."

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PROTECTION FOR CANADIAN STATION PROPOSED IN REPORT

Recognition of the rights of a Canadian broadcasting station to operate without interference by an American transmitter, Examiner P. W. Sewart in a report to the Federal Communications Commission this week recommended that an application be granted providing a directional antenna is built to protect the Canadian station.

WELI, New Haven, requested authority to transfer from 900 to 930 kc. and to operate at night with 250 watts power. It now uses 500 watts daytime. The Canadian station is CHNS, Halifax, Nova Scotia.

At the same time the Examiner recommended the denial of an application by Lawrence K. Miller, of Pittsfield, Mass., for a construction permit to operate on 930 kc. with 250 watts daytime on the ground that it would interfere with Station CFLC, Prescott, Canada.

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RULES COMMITTEE HEARS WIGGLESWORTH; MAY ACT NEXT WEEK

The House Rules Committee this week heard Representative Wigglesworth (R.), of Massachusetts, speak in support of the Connery resolution for a radio inquiry but adjourned without taking action. It was said that another meeting may be held next week to act on the resolution.

Representative Wigglesworth, who took the lead in cross-examining members of the Federal Communications Commission during hearings on the appropriations bill, urged that a sweeping investigation be made to ascertain what legislation, if any, should be enacted to assure proper regulation of broadcasting.

"It is perfectly apparent", he said, "that certain definite objectives were sought by Congress through the Federal Radio Act of 1927 and the Federal Communications Act of 1934. Among these objectives were the elimination of private ownership in the channels of interstate and foreign radio transmission, the elimination of undesirable trafficking in licenses issued by the Federal Government and the elimination of monopoly or the evils of monopoly. No one can read the provisions of the Acts referred to without coming to this conclusion.

"Nevertheless, it appears today that we are confronted by a virtual monopoly in the hands of the three big broadcasting companies of the nation, National, Columbia and Mutual. It also appears in the absence of further explanation that we have failed to eliminate private ownership or its equivalent in radio channels as well as undesirable trafficking in radio licenses, with all the possibilities with which we have been familiar in the past in other fields for the capitalization of earnings and profits to the detriment of the American people.

"A thorough going impartial investigation into the entire situation should serve to establish the extent and effects of monopoly in the broadcasting field. It should serve to determine the extent to which the elimination of private ownership and trafficking in licenses has been accomplished. It should serve to throw light on the matter of proper program control. It should serve to determine the earnings of the industry, whether or not rates charged are reasonable and what contribution, if any, the industry may be fairly asked to make to the Federal Treasury. The industry today is dependent for its very existence on Federal licenses. It pays nothing for these licenses, yet it commands a gross income which has been estimated for 1937 as amounting to between $125,000,000 and $135,000,000."

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FCC ADVISED TO REJECT REQUEST FROM NORMAN BAKER INTEREST

The name of Norman Baker, who was driven off American air waves only to bob up on the Mexican border, was before the Federal Communications Commission again this week.

Examiner Ralph L. Walker recommended the denial of an application by J. L. Statler in behalf of the Baker Hospital, Muscatine, Ia., for authority to produce recordings and transmit them to stations in Mexico and Canada for broadcasting.

Explaining his recommendation, the Examiner said:

"The record contains no showing of the character of the programs other than general characterizations by the applicant, which are obviously insufficient to enable the Commission to make a finding thereon. Applicant does indicate it as his intention to advertise the Baker Hospital, the lessor of which is undisclosed, and, in the absence of evidence of the type of advertising to be used, reference may be made to the decision of the Federal Radio Commission, filed June 5, 1931, In re Norman Baker (Station KTNT), Muscatine, Iowa, Docket No. 967. That proceeding arose upon the application of Norman Baker for a renewal of license for Station KTNT. It appears from the decision that Norman Baker was the owner of the Baker Enterprises, which included the Baker Institute, a hospital for the treatment of the diseases treated at the applicant's Baker Hospital.

The decision details excerpts from some of the talks made by Mr. Baker in advertising the Baker Institute, and concludes:

> "'This Commission holds no brief for the Medical Associations and other parties whom Mr. Baker does not like. Their alleged sins may be at times of public importance, to be called to the attention of the public over the air in the right way. But this record discloses that Mr. Baker does not do so in any high-minded way. It shows that he continually and erratically over the air rides a personal hobby, his cancer cure ideas and his likes and dislikes of certain persons and things. Surely his infliction of all this on the listeners is not the proper use of a broadcasting license. Many of his utterances are vulgar, if not indeed indecent. Assuredly they are not uplifting or entertaining.'

"The burden of proof is upon the applicant to establish that public interest, convenience and necessity will be served by the granting to him of the permit sought. This burden the applicant has failed to sustain."

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CBS STOCKHOLDERS VOTE TO DOUBLE SHARES

Stockholders of the Columbia Broadcasting System, Inc., authorized this week an increase in the number of authorized shares from 1,500,000 shares of $5 par value to 3,000,000 shares of $2.50 par value and the exchange of each present capital share for two shares of the new stock.

William S. Paley, President, said the Company's net profit for the first half of 1937 was expected to run $400,000 ahead of the same period last year.

At a meeting of Directors in New York, Frank White was elected Treasurer as of April 1st. He has been Treasurer and Business Manager of News Week. Mefford R. Runyon, who has been Treasurer and Vice-President of Columbia, will relinquish the treasurership to devote all his time to general executive work.

The stockholders approved a proposal to increase the number of Directors from ten to fourteen and the granting to certain executives of options to purchase at $30 a share an aggregate of 7,850 shares of unissued Class A stock. No additional Directors will be elected until some time next month.

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EXAMINER FINDS THAT FCC MADE A MISTAKE IN 1935 GRANT

The Federal Communications Commission this week was advised to deny an extension of time to one J. B. Roberts, of Gastonia, N. C., for the construction of a station to operate on 1420 kc. with 100 watts power, unlimited time. The Examiner, the report disclosed, found that the applicant was financially and otherwise unqualified to operate the station although it had been granted by the FCC, apparently without a hearing, on October 15, 1935.

Roberts failed to appear at the hearing on a request for extentions of time, but many witnesses from Gastonia, including the Mayor pro tem, testified that he is without funds to build the station and that "the people generally in Gastonia have no confidence in his ability to operate a radio station."

"Testimony shows that Roberts is without funds, even to meet his actual living expenses", the Examiner said. "He appears to be a man of unusual ability in the matter of writing theatrical serials, which might be turned to a useful purpose in radio programs.

"His friends expressed deepest sympathy for his plight, but all who appeared as witnesses were of one accord that he was not in a position to construct or operate a radio station."

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BALDWIN OPTIMISTIC OVER HAVANA RADIO CONFERENCE

James W. Baldwin, Managing Director of the National Association of Broadcasters, returned to Washington this week after attending the preliminary North American radio parley at Havana very optimistic over prospects of a satisfactory agreement among the United States, Canada, and Mexico.

"I think this conference will prove the most successful ever held on radio matters in North America", he said. "I am satisfied that an agreement will be reached that will be satisfactory to all parties."

Final accord on controversial matters had not been reached when Mr. Baldwin left Havana. The conference was scheduled to end the latter part of this week.

Whatever formula the engineers attending the parley may devise for allocating frequencies among the three countries will be subject to approval at the general conference to be held next November, when all North American countries will be invited to participate.

It is understood that the troublesome question regarding the Mexican border stations was soft-pedalled at the Havana conference. This was one of the issues that broke up the Mexican parley four years ago.

The official United States representatives at Havana are Commdr. T.A.M. Craven, Chief Engineer of the Federal Communications Commission; Lieut. E. K. Jett, Assistant Chief Engineer of the FCC; Gerald C. Gross, Chief of the International Section; and Harvey B. Otterman, State Department lawyer.

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RMA DIRECTORS TO PLAN JUNE CONVENTION

Final arrangements for the thirteenth annual Radio Manufacturers' Association's convention and membership meetings at Chicago, June 8-9, will be made at a meeting of the RMA Board of Directors in April. President Leslie F. Muter of the Association has tentatively planned the Board meeting April 16 at The Homestead, Hot Springs, Virginia.

Several immediate industry problems and future sales promotion plans also will be considered at the April meeting of the RMA directorate. It is expected there will be early developments in connection with the pending trade practice rules for set manufacturers, still in negotiation with the Federal Trade Commission.

A banquet of the RMA in the Grand Ball Room of the Stevents Hotel, Wednesday evening, June 9, is a projected highlight of the RMA convention. A. S. Wells, of Chicago, again will head the banquet and convention arrangements committee of RMA. The banquet will precede the opening on June 10 of the radio parts manufacturers National Trade Show at the Stevens.

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RULE RELATING TO LAWYERS AMENDED BY THE FCC

The Federal Communications Commission this week adopted an amendment to its rules of practices to permit former FCC attorneys representing governments - Federal, State, or City - to appear before the Commission without complying with Rule 101.7. The rule now reads:

"101.7. No person serving as an attorney at law in the Federal Communications Commission or on or after July 1, 1935, shall be permitted to practice, appear, or act as an attorney in any case, claim, contest, or other proceeding before the Commission or before any Division or agency thereof until 2 years shall have elapsed after the separation of the said person from the said service. The provisions of this rule shall not apply to any person practicing, appearing or acting as an attorney in behalf of any municipality, or State or the Federal Government in any case, claim, contest or other proceeding before the Commission or before any Division or agency thereof. The term "attorney at law' includes attorney-examiner. Nothing herein shall be construed to prevent any former officer or employee of the Federal Communications Commission from appearing as a witness in any hearing, investigation, or other proceeding before it."

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U.S. RADIO INSTRUMENTS, MEASUREMENTS CIRCULAR REPRINTED

"Radio Instruments and Measurements", a circular of the National Bureau of Standards, Department of Commerce, copies of which have not been available for several years, has just been reprinted.

Dr. J. H. Dellinger, Chief of the Bureau's Radio Section, stated that the new issue is a reprint of the second edition, originally published March 10, 1924, with errors indicated and obsolete appendixes omitted. While much of the subject matter of the Circular was written 20 years ago, it is still of current value to engineers and students, according to Dr. Dellinger. It was because of the insistent demands from these groups that the reprinting was decided upon, he stated.

Among the subjects treated in the circular are the fundamentals of electromagnetism; the principles of alternating currents; graphical methods of solving radio circuit problems; methods of measuring radio-frequency resistance, inductance, capacity, and current; and formulas and data for the calculation of inductance, capacity, resistance, and other quantities. In all, the circular has 329 pages filled with essential information for everyone interested in radio communication.

No stock of the circular will be available for free distribution from the Bureau, but copies are obtainable from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 60 cents each.

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TRADE NOTES

The Federal Communications Commission announced this week that the hearing in the telephone investigation, set for March 29, has been continued until April 5th.

An increase in the hours of operation of WBAX, Wilkes-Barre, Pa., from specified to unlimited was recommended to the Federal Communications Commission this week by Examiner John P. Bramhall on condition Rule 131 is complied with.

The Directors of Zenith Radio Corporation have voted a dividend out of current earnings of $.50 per share on the outstanding stock of the corporation, payable April 20, 1937, to shareholders of record at the close of business April 9, 1937, according to High Robertson, Executive Vice-President and Treasurer.

Denial of the applications of Harold Thomas, Pittsfield, Mass., and H. O. Davis, Mobile, Ala., for construction permits to operate stations on 1310 kc. and 610 kc., respectively, were recommended to the Federal Communications Commission this week by Examiners.

A brooklyn firm distributing radios has entered into stipulations with the Federal Trade Commission to discontinue unfair advertising representations in the sale of its products. The respondents are Frederica K. and Albert M. Frank, trading as Custom-Bilt Radio Co., 226 Adams St., Brooklyn, N.Y. The firm agrees to stop using the word "Gillette" as a mark, brand or label for its midget radio sets.

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NBC ADDS THREE STATIONS BRINGING TOTAL TO 121

Carrying program service into two new territories and expanding it in a third, the National Broadcasting Company this week announced the addition of three stations to the NBC networks and the replacement of another. The additions increase the number of NBC affiliated stations to a new total of 121.

The new territories to be serviced are Erie, Pa., and Wichita, Kans. Station WLEU, Erie, will become an optional outlet of the NBC-Basic Blue Network on Thursday, April 1st. Station KANS, Wichita, will become an optional outlet available to either the NBC-Basic Blue or the NBC Basic Red Network on the same date.

Expansion of service will occur at Richmond, Va. WRTD, as the NBC-Blue Network outlet, and WMBG, as the NBC-Red Network outlet, will replace WRVA, a member of the NBC Southeastern Group, on June 27th.

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DYKE JOINS NBC AS EASTERN DIVISION SALES MANAGER

Ken R. Dyke, former General Advertising Manager of the Colgate-Palmolive-Peet Company, and prominent in national advertising organizations, will become Eastern Division Sales Manager of the National Broadcasting Company on April 1st. Mr. Dyke takes the place left vacant by Mr. John H. Bachem who on April 1st will become Assistant to Roy C. Witmer, Vice-President in Charge of Sales.

Mr. Dyke, who has just returned from a six months' trip to the Far East, resigned his post with the Colgate-Palmolive-Peet Company last July. Previous to that he was Vice-President in Charge of Sales Promotion for the Johns-Mansville Corp. At the time of his resignation from the Colgate-Palmolive-Pett Company, Mr. Dyke was Chairman of the Board of the Association of National Advertisers, a Director of the Advertising Research Foundation and a Director of the Advertising Federation of America.

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HEINL RADIO BUSINESS LETTER

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No. 1016

March 30, 1937

ACCORD REACHED AS HAVANA CONFERENCE CONCLUDES

The regional radio conference being held in Havana by representatives of the United States, Canada, Mexico and Cuba has reached an understanding on basic technical principles as a preliminary step toward calling an inter-American radio conference next November, according to a special dispatch to the New York Times. The article continues:

"The Autumn meeting, it is hoped, will reach a formal agreement on radio relations among the countries of the Americas. Cuba will issue invitations to twenty-three countries, following the closing of the conference March 29th, to meet in Havana on November 26th in an effort to solve the unsatisfactory situation in radio communications caused by the simultaneous use of certain frequencies by adjacent nations with resulting interference.

"The present conference has been of a technical nature and its conclusions are purely advisory. While no specific agreement has been reached concerning allocation of frequencies, all the delegations express satisfaction with what has been accomplished. T. A. M. Craven, Chief Engineer of the Federal Communications Commission, and head of the United States delegation, in commenting on the conference, said:

"'The accomplishments to date at this preliminary conference have been outstanding in that for the first time in the history of their radio relations, a common understanding has been reached by the countries represented on the technical principles that are basic, adoption of which is deemed essential if coordination is to be accomplished.

"'We have also paved the way for study of the facts and conditions that exist today in the chaotic and unsatisfactory situation in short-wave communications in this hemisphere with the view that, at the approaching November conference, all the American nations will be in far better positions to suggest effective means for meeting this situation.'

"The specific recommendations of the conference include an increase in the regular broadcast band used for the national broadcasting services from 550-1,500 kilocycles to 540-1,600, thus increasing the available channels from ninety-six to 107.

"Fifty-eight of these would be set aside as clear channels to be used by high-power stations in each nation, to render service over wide areas. The remaining forty-nine channels

would be assigned for use by regional and local stations providing, through engineering principles and location of stations, against the present objectionable interference, on which the delegates have reached a common definition for the first time.

"There is also a recommendation for a change in the existing amateur band from 1,750-2,050 kilocycles to 1,715-2,000 and for extension of the existing bands allocated to State or Provincial police.

"A study looking toward elimination of interference by radio therapeutic machines and other apparatus will be made by all the attending countries and an international plan will be drawn up to provide for emergency communications in the event of disruption of normal channels of communication by hurricanes, earthquakes and other disasters.

"Likewise, study will be given to adoption of suitable regulations with respect to frequency bands above 1,600 kilocycles that might permit interchange of international police communications.

"The delegations have refrained from touching on the political phase of international radio problems, but it is undeniable that this is likely to prove the greatest stumbling block at the coming conference.

"It will be highly necessary for each nation to establish standards of control for its own stations. In Cuba, for example, due to lack of adequate regulations, the interference of stations has become so intense, not only with each other but with stations in the United States, that a wave of protest has swept the nation. However, the economic situation of the island's stations and political influences have thus far prevented enactment of efficient measures of control."

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WORLD'S RADIOBEACONS INCREASE 22%

The total number of radiobeacons in the world operating regularly as aids to marine navigation, and excluding those so operating only on request, has shown an increase of 22 percent, from July 1, 1935, to January 1, 1937, according to the latest edition of Radio Adis to Navigation, 1937, published by the Hydrographic Office of the Navy Department.

On July 1, 1935, there were approximately 311 radiobeacons in the entire world, of which 33 percent were in United States waters. On January 1, 1937, the total number had increased to 379, of which 33 percent were in United States waters. Radiobeacons at the present time are distributed as follows: North America, 153; South America, 13; Europe, 153; Asia 42; Africa, 13; and Australia, 5.

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STEWART EXPLAINS WHY FCC DOES NOT TAKE BAN OFF TELEVISION

Problems which must be solved before the Federal Communications Commission permits television stations to operate on a commercial basis, as broadcasting stations, were explained by Dr. Irvin Stewart, Vice Chairman, recently in a public address.

Pointing out that there are now 18 licensed experimental television stations, he said:

"The Commission is faced with two major problems. The first is the determination of the time when television can be placed upon a commercial basis. Involved is the matter of standardization whether by the Commission or by the industry. When television comes, it will be desirable for every person owning a television receiver to be able to receive the transmissions of every television transmitter within range. That seems to mean that the transmitters and the receivers should be built according to the same system.

"Experiments are still going on, inventors are still pitting their genius against the problems remaining to be solved. We cannot know that the system of today will not be junked by the developments of tomorrow. To put television on a commercial basis too soon may mean a standardization which might retard development. To standardize at all man mean to deliver television into the hands of a monopoly controlling the patents essential to meet the specified standards.

"But suppose there is no standardization. Receivers may be built for one transmitting system which are not capable of receiving programs from stations using other transmitting systems. The ultimate consumer may have the alternative of buying two or more television receivers or not being able to receive the transmissions of a desired television station. The owner of a television receiver may find it useless when he moves into an area served by a transmitter using a different system. Standardization seems desirable, but the questions which confront the regulatory body are 'when' and 'on what'.

"The second major problem connected with television is that of frequencies. Those television transmission systems which have been best developed up to the present require enormous bands of frequencies. In connection with an informal hearing held before the Commission last year bands 6 megacycles or 6,000,000 cycles wide were requested for television transmission. That is, each television channel would take up as much space in the ether as 600 conventional sound broadcast channels or, roughly, six times the entire present broadcast band. Each television transmitter would serve an area corresponding roughly to the line of sight from the transmitter, but its interference range would be substantially greater.

"While television stations could be duplicated on the same frequency at fairly close intervals, a total television band width of tremendous proportions appears to be indicated. The Commission must determine how much space can be allotted to television in the light of the need for frequencies for other services. Television may be glamorous to others; to the Commission it still is a series of problems."

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CENSUS REPORT SHOWS SPURT IN RADIO INDUSTRY

Substantial increases in radio industry, employment, wages and production, especially of short wave and automobile sets, during 1935 are recorded in a report completed by the U. S. Bureau of the Census covering the radio industry in its biennial census of American manufacturing industries. The census was conducted with the cooperation of the Radio Manufacturers' Association.

The 1935 Census report shows that the radio and phonograph industry employed 44,792 wage earners, an increase of 36.2 percent over 1933, and their wages of $42,910,316 exceeded the 1933 wage payments by 44.7 percent.

Industry production in 1935 (at f.o.b. factory prices) totaled $202,865,672, an increase of 70.1 percent over 1933, including radio sets valued at $131,341,846, as compared with $70,553,334 in 1933.

Tube production in 1935 totaled 78,227,513 valued at $28,973,820, compared with production in 1933 of 59,869,259 tubes valued at $25,215,080.

In units, the set production report for 1935 was 5,568,294 sets against 3,599,522 in 1933, including a marked increase in short wave sets of 2,940,214 such sets compared with only 115,519 short-wave sets in 1933. Also the great expansion in automobile sets was recorded in production of 1,170,423 sets of this type in 1935, compared with 700,018 in 1933.

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RMA BOARD MEETING CHANGED TO N. Y.

The Spring meeting of the Board of Directors of the Radio Manufacturers' Association will be held in New York Thursday, April 22nd, instead of at Hot Springs, Va., April 16th, as previously announced. The meeting is now scheduled to be held in the Hotel Roosevelt, New York City, by those changing the time and place. Bond Geddes, Vice-President and General Manager, said that a much larger attendance was assured.

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PHILIPS LOSES IMPORTANT RADIO PATENT CASE

The important manufacturer of incandescent lamps and radio products Philips, at Eindhoven, which owing to its strong patent position practically controls the Netherland radio market, is reported to have lost a patent case to a telephone manufacturing company at Antwerp, Belgium, which has a local representative in The Hague, according to a U. S. Consular report to the Department of Commerce. The firm, which is said to represent American interests, had registered a patent in The Netherlands under No. 3195 covering the so-called "push-pull" principle.

"Philips used this patent without approval or license of the owner, who summoned Philips to court on the basis of infringement of patent rights", the report stated. "The latter company then tried to obtain a so-called emergency or compelled license, which under the Netherland patent law the Patent Office may extend when public interest or welfare requires it. It is reported that in its defense before the Patent Office the Netherland firm is said to have argued that the principle involved might be circumvented by it without infringing others' rights, but only at far higher costs. The Patent Office could not see how this affected Netherland public interest, and advised the district court accordingly. It seems that the telephone company's claim that Philips cease the application of the push-pull patent in its manufacture was decided favorably, but that the right of compensation for any product with the 'push-pull' sold after the date of decision, was refused. The claimant appealed against this decision passed on October 27, 1936, and the Court of Justice in The Hague concelling it on January 22, 1937, judged the claims fully justified. The amount of compensation for patent infringement sales will be decided later.

"This is one of the few cases in which Philips has completely lost a radio law suit. However, the last word has not yet been spoken, for it is reported that the telephone company is still involved in 23 other suits with Philips."

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TRADE NOTES

Collections during February 1937 of the five percent tax on radio and phonograph apparatus by the U. S. Bureau of Internal Revenue were $464,853.41, an increase of ten percent over the February 1936 collections of $423,673.38.

J. R. Poppele, Chief Engineer of WOR, recently placed an order for 33 of the new Western Electric "Salt-Shaker" microphones, which represents the largest single order to date for this new type of broadcasting equipment.

Exclusive of politicals, NBC revenue for 1936 was $33,613,633 of which 4% came from new advertisers and 96% from NBC's repeat clients. There were 26 new clients in 1936 and 118 repeat-clients. This means that during 1936 82% of NBC's advertisers repeated on its networks with the 18% new ones. The 82% repeat-advertisers gave NBC 96% of its 1936 billings.

"Seasonal slackening of activities" caused a decrease of 3.7 percent in radio industry employment during December, 1936, according to the December report of the U. S. Bureau of Labor Statistics. Of the eighty-nine manufacturing industries included in the monthly government survey, fifty-twoshowed more employees in December than in the preceding month and sixty reported larger payrolls, not including gifts or bonus payments.

The Federal Communications Commission this week was advised to grant an application by Red Lands Broadcasting Association, Lufkin, Texas, for a construction permit to build and operate a station on 1310 kc. with 100 watts power daytime in a report filed by Examiner P. W. Seward. Denial of a similar application by J. R. Curtis and R. Lacy was recommended.

William S. Paley, President of the Columbia Broadcasting System, Gerard Swope, President of General Electric Company, and Andrew W. Robertson, Chairman of the Westinghouse Electric & Manufacturing Company, have been added to membership of the Board of Directors of the New York World's Fair of 1939.

WJSV's presentation of the "Parsifal" program of the New York Philharmonic Symphony Orchestra in Washington Easter Sunday afternoon was badly marred by interference from another station. Sometimes the voices on the interfering station were as loud as the voices of singers who took part in the "Parsifal" program.

The Hundred Leading Network Radio Advertisers placed a total of $52,971,493 for time on NBC and CBS Networks during 1936, a study prepared by NBC's Statistical Department reveals. Of this total, $31,532,725, or 59.5% was invested with the National Broadcasting Company.

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WOMEN'S COMMITTEE TO MAKE RADIO AWARDS WEDNESDAY

Six of the best radio productions of the year, in the opinion of leaders of more than 10,000,000 women affiliated with the Women's National Radio Committee, will be acclaimed as winners of the organization's annual awards at a luncheon Wednesday at the Hotel St. Regis, in New York City.

For its third annual selections, the Committee is weighing the merits of programs in six groups - musical, dramatic, variety, news, children's and adults' educational, the news classification being an innovation this year. Only those offerings especially devised for radio presentation are considered for awards.

Guests of honor will be Mrs. Vincent Astor, Chairman of Women's Activities for the 1939 World's Fair; Dr. Walter Damrosch, and Mrs. Harold Vincent Milligan, former Chairman of the Committee. Anning S. Prall, Federal Communications Commissioner, will present parchment scrolls to the winnders.

Other speakers will be William S. Paley, President of the Columbia Broadcasting System, and Aflred J. McCosker, President of the Mutual Broadcasting System.

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U. S. RADIO EXPORTS JUMP 27% IN JANUARY

Export trade of the radio industry in January 1937 showed an increase of 27 percent over January, 1936, according to a report of the U. S. Bureau of Foreign and Domestic Commerce. Total radio exports in January 1937 were $2,584,207, compared with $2,039,522 in January, 1936.

Receiving set exports last January numbered 59,457 valued at $1,584,538, compared with 46,951 sets exported in January, 1936, valued at $1,243,672.

Tube exports numbered 653,520 units valued at $280,597, compared with January 1936 exports of 491,354 tubes valued at $227,822.

Exports of receiving set components in January, 1937, were $522,775, compared with $315,064 in January, 1936.

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U. S. PLANS RADIO BLOCK SYSTEM FOR AIRLINES

A radio block signal system for the airlines of the country, which will inform the pilot of his exact position in any sort of weather, is being planned by a committee of technical experts of the Bureau of Air Commerce, according to Mr. L. D. Lyman, writing in the New York Times last week.

"Recent developments in the practical application of the ultra-high frequency radio bands", he said, "are the basis for one of the most radical programs for airway beacons yet undertaken by the government. The engineers and research workers charged with the development are cautious in their statements, yet laboratory experiments indicate that their plan is practical.

"Experimental engineers employed by some of the big broadcasting companies on television and by the government have learned that for short distances radio frequencies above 40 megacycles, or 40,000 kilocycles, have certain characteristics which are not possessed by the frequencies used for ordinary broadcasting and commercial sending and receiving.

"Their signals can be controlled easily and they will go through weather and other conditions where static is present, which interfere seriously with the bands now in use. Moreover they require a very small power output.

"These factors are important in connection with their use in aviation. The plan for which the government engineers have great hope consists of the erection of a series of radio 'fans' or curtains, along the airways, each sending out a distinctive signal both visual and audible."

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BBC NAMES TALKS ADVISORY COMMITTEE

A Talks Advisory Committee has been established by the British Broadcasting Corporation to advise on talks policy, to make suggestions for both the National and Regional programs, and to act as consultants in the planning of particular series. The Committee will not be concerned with news talks, nor will it deal with religious subjects and broadcasts to schools, which are respectively the province of the Central Religious Advisory Committee and the Central Council for School Broadcasting.

Sir Walter Moberly is Chairman of the Committee, and the following have accepted invitations to serve on it: Rt. Hon. Sir Francis Dyke Acland, M.P., Mr. Arthur Bryant, Hon. Sir Evan Charteris, Mr. N. R. Cummings, Mr. Bernard Darwin (the well-known authority on golf), Hon. Frances Farrer, Prof. George Gordon, Sir Robert Blyth Greig, Mr. A. P. Herbert, M.P., Prof. Julian Huxley, Mr. G. Isaacs, Mr. A. T. Lennox-Boyd, M.P., Miss Megan Lloyd George, M.P., Miss Rose Macaulay, Prof. J. H. Nicholson, and Mr. Robert Richards.

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NAZIS DROWN OUT ANONYMOUS RED STATION

The radio sleuths of Dr. Joseph Goebbels, the German Propaganda Minister, this week finally got on the trail of the Communist who for a fortnight or more has been disseminating Red propaganda in Germany by short-wave, according to aBerlin dispatch in the New York Times.

Up to Monday night, the whereabouts of the secret broadcaster had baffled the German authorities, although the announcer usually began his tirades with the statement that the German radio listeners were being served from Hamburg by the German Communist party.

Monday night's talk had scarcely gotten under way when it was swamped by a chorus suggesting an agglomeration of steam sirens, foghorns and puffing donkey engines, all working in unison, leaving the Communist speaker completely blotted from the air.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

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INDEX TO ISSUE OF APRIL 2, 1937.

No. 1017

CONGRESSIONAL INQUIRY UNCERTAIN; FCC PROBE MAY BROADEN

The Connery resolution calling for a broad Congressional investigation of broadcasting was up in the air this week-end after reports were circulated that the Administration had taken steps to halt the probe.

While the Committee was officially silent, it was understood that it was split over whether or not to report out the resolution and that several members are wavering. Although the inquiry had appeared certain a week ago, the change in sentiment was attributed to "strong influences".

On the other hand, however, a Government official well informed on the situation asserted positively that the President has not made any move to block the investigation.

It is also understood that members who have been promoting the resolution have warned that if it is not reported out by the Rules Committee, the fight will be carried to the House floor. There was even a rumor of impeachment proceedings involving two members of the Federal Communications Commission.

Meanwhile, Commissioner George Henry Payne, Chairman of a special committee investigating the George S. Smith case, was assured the cooperation of the FCC Bar Association, headed by Louis G. Caldwell.

H. A. Van Orsdel, counsel for the Chesapeake & Potomac Telephone Company, and Chairman of the Association's Committee on Ethics, wrote Commissioner Payne that his group is investigating the incident in which Smith, a Washington lawyer, is charged with inserting material in the FCC files in violation of Commission regulations.

There were reports current, also, that the FCC inquiry may be broadened to include complaints by members of the bar that they are unable to get business because of the well-established tradition that only a small clique of Washington lawyers are able to obtain concessions from the Broadcast Division of the Commission.

It is not unlikely that the matter will be brought to the attention of the full Commission at a meeting in the near future.

One proposal being considered by the House Rules Committee was that an investigation, if made, should be done by the House Interstate and Foreign Commerce Committee instead of a special committee of seven. The proposal came from Representative Cox (D.), of Georgia.

Members friendly to the FCC hinted that such a probe might not be as severe as one conducted by Representative Connery, himself, who presumably would head the special committee.

The Interstate and Foreign Commerce Committee Chairman is Representative Lea, of California.

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NBC TO PRESENT NINTH GOVERNMENT PROGRAM

A new weekly series, beginning April 25, entitled "A Trip to Our National Parks", to be heard over the NBC-Red Network, from 3 to 3:30 P.M.,EST, will bring the number of weekly broadcasts presented by the National Broadcasting Company in cooperation with the United States Government to a total of nine. The following nine programs will occupy ten hours of time each week on NBC coast-to-coast networks:

Daily Except Sunday. "National Farm and Home Hour", 12:30 to 1:30 P.M.,EST, NBC-Blue Network.

Monday. "Hour of Memories", 2 to 3 P.M.,EST, U.S. Navy Band; "U.S. Army Band", 6 to 6:30 P.M.,EST, both over the NBC-Blue Network.

Tuesday. "Shut-In Hour", request numbers by the Marine Band, 3 to 3:45 P.M.,EST; "Have You Heard", under the auspices of the U.S. Office of Education, 3:45 to 4 P.M.,EST, both programs over the NBC-Blue Network

Friday. "Education in the News", under the auspices of the U.S. Office of Education, 6 to 6:15 P.M.,EST, over the NBC-Red Network.

Sunday. "The World is Yours" presented under joint auspices of the U.S. Office of Education Radio Project, 11:30 to 12 Noon, EST; "A Trip to Our National Parks", under auspices of Department of Interior, 3 to 3:30 P.M.,EST. Both of these programs over the NBC-Red Network.

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NAB MOVES TO RIVAL ASCAP IN COPYRIGHT MUSIC FIELD

Moving to free broadcasting stations from dependence upon the American Society of Authors, Composers, and Publishers in obtaining copyrighted music, the National Association of Broadcasters' Directors have approved a plan to incorporate independently its Bureau of Copyrights.

The creation of a separate corporate unit to handle copyrighted works for radio was proposed by James W. Baldwin, Managing Director of NAB. He suggested that the new organization may well take the form of the defunct Radio Program Foundation.

The NAB Bureau of Copyrights was established last July as a subsidiary of the NAB headquarters under the direction of Edward J. Fitzgerald.

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NEW RURAL COVERAGE SURVEY STARTED BY THE FCC

Smarting under Congressional criticism, the Broadcast Division of the Federal Communications Commission has launched another post-card survey of rural broadcasting coverage.

Some 31,000 post-card questionnaires have been mailed to all fourth class postmasters and the Broadcast Division expects to correlate the answers with information obtained in a broader survey conducted in 1935.

Many of the Congressional critics, and even Irvin Stewart, Vice Chairman of the FCC, have pointed out in recent weeks what they charge to be the failure of the Commission to provide for adequate broadcasting service to rural areas.

The questions asked of the postmasters are as follows:

(1) Give the call letters of the radio stations which you can hear most satisfactorily in your community in order of best reception in the Daytime: (1)_____(2)_____ (3)_____ (4)_____; at Night: (1)_____ (2)_____(3)_____(4)_____.

(2) Is reception clear and free from interference throughout the year in the Daytime_____ at Night_____? (Check) If not, please explain wherein it is unsatisfactory in the Daytime_____ at Night_____.

(3) Do you own a radio receiver?_____How old is it?

(4) Are your answers from your own observations? or a reflection of the opinions of your patrons?_____(Check)

(4) Any further remarks on radio reception_____

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4/2/37

CBS PLANS HUGE TELEVISION STATION ATOP CHRYSLER BUILDING

The Columbia Broadcasting System has applied to the Federal Communications Commission for permission to construct one of the world's most powerful combined television and sound transmitters at the top of the Chrysler Building in New York City.

When fully modulated the proposed station will operate at a peak power of 30 kilowatts, which is equal to that of a transmitter soon to be constructed on the Eiffel Tower in Paris and which previously had been described as the most powerful television station on earth.

The transmitter, which is to be located on the 74th floor of the skyscraper, will incorporate the latest developments in high power wide band design. Because it will operate on a frequency somewhere between 42 and 56 megacycles - that is a wave band which can be picked up only as far as the distance from the antenna to the horizon - it is expected that the station will provide coverage within a radius of approximately 40 miles over a total area of about 4,800 square miles.

The antenna is to be built around that portion of the building immediately below the stainless steel needle surmounting it. This will mean that a distance of less than 100 feet separates the transmitter from the antenna and that thereby an almost distortionless transfer of power should be assured.

The Chrysler tower was chosen as the best location for the transmitter after an exhaustive study of the whole New York skyline within a radius of one mile from that point, according to Dr. P. C. Goldmark, who is at the head of Columbia's television research department.

Columbia is not a newcomer in the television field, Goldmark points out, but is merely continuing experiments which it started many years ago. After the transmission of low definition pictures over W2XAX five years ago elaborate research was pushed by CBS both in this country and abroad. The comparison of such experimental work with that done by the British Broadcasting Corporation, as well as other radio organizations here and abroad, led to findings which make possible the construction of the new station.

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SIX BEST RADIO PROGRAMS PICKED BY WOMEN'S COMMITTEE

Awards for the six best radio programs of the year, as selected by the vote of more than 10,000,000 women affiliated with the Women's National Radio Committee, were presented at the organization's third annual luncheon at the Hotel St. Regis in New York on Wednesday last.

Raising the number of awards from the four presented last year to six, the citations for 1936-37 were extended to include programs in the musical, variety, educational, news, children's and dramatic groups, which in the nation-wide poll conducted by the organization, were judged to be outstanding.

The symphony concerts broadcast over WABC's network on Sunday nights at nine o'clock, under the sponsorship of the Ford Motor Company, was voted the best musical program. Rudy Vallee's Varieties, presented Thursdays at 8 P.M., by Standard Brands over WEAF's network was chosen as the best variety program for the second consecutive year.

The Chicago University Round Table, offered as a sustaining program by the National Broadcasting Company on Sundays at 12:30 P.M., over WEAF's network, won first place among the educational programs. The five-a-week broadcasts by Boake Carter, commentator, heard over WABC's facilities at 7:45 P.M., was cited as the best news broadcast. This program is presented by the Philco Radio and Television Corporation.

Among the children's broadcasts first place went to Dorothy Gordon's "Children's Corner", a sustaining program of the Columbia Broadcasting System, heard Mondays, Wednesdays and Fridays at 5:15 P.M., over WABC's hook-up. In the dramatic classification, the Monday night Radio Theatre, of which Lever Brothers Company is sponsor, at 9 P.M. on WABC, led in the balloting.

In the absence of Anning S. Prall, Chairman of the Federal Communications Commission, who was detained in Washington on official business, the parchment scrolls were presented by Mrs. William H. Corwith, Chairman of the Awards Committee of the Women's National Radio Committee.

In addition to these citations, two other special scrolls were presented. One went to WOR, key station of the Mutual Broadcasting System, for "its outstanding contribution to serious music, through its consistent presentation of the Lewisohn Stadium concerts and operas during the Summer season, when there is a limited amount of fine music on the air."

The eighth and final citation, characterized by Mme. Yolanda Mero Irion, Chairman of the Women's Committee, as a "super-award", was made to Dr. Walter Damrosch, dean of American musicians and conductors in behalf of his fore-

sightedness nine years ago in grasping the possibilities of radio for the dissemination of musical culture." Dr. Damrosch's musical appreciation courses for the school children of America are broadcast non-commercially over a nationwide WEAF-WJZ hook-up Fridays at 2 P.M.

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EARLY APPOINTMENT OF FCC SECRETARY IS PREDICTED

While a half-dozen candidates are waiting anxiously, Administration officials are understood to be about ready to select one of them for the long-vacant post of Secretary of the Federal Communications Commission.

The job has been vacant 11 months, or since the resignation of Herbert L. Pettey. It was rumored last Fall that it would be awarded for political services during the presidential campaign.

The leading candidates are: E. Willard Jensen, Secretary of the Business Advisory Council, Department of Commerce; Thomas A. Brooks, Jr., Radio Editor of the New York Journal; Robert Berger, New York Radio Director of the Democractic National Committee during the campaign; John Carson, former secretary to the late Senator Couzens, of Michigan; and Joseph E. Keller, secretary to Commissioner Thad Brown.

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SHEPPARD INTRODUCES COPYRIGHT MEASURE

Senator Sheppard (D.), of Texas, introduced a bill in the Senate this week to amend the Copyright Act approved March 4, 1909, having direct effect on the broadcasters of the country. Provisions of the bill relating to broadcasters, read as follows:

"Sec. 2. (a) Section 25 of such Act is amended by adding after subsection (b) the following new subsection:

""(c) To pay to the copyright proprietor, in the case of an infringement by radio broadcasting, such damages as to the court shall appear to be just: Provided, That the responsibility and liability for the use of copyrighted material in broadcasting on two or more stations simultaneously shall rest solely with the station originating the performance; And provided further, That the responsibility and liability for the use of copyrighted material in electrical transcriptions and other forms of recording made exclusively for broadcasting purposes shall rest solely with the maker of such electrical transcriptions and other forms of recordings and his agents for distribution thereof to broadcasters.'"

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CROSLEY EXPLAINS PURPOSE OF N. Y. TIE-UP

Powel Crosley, Jr., President of the Crosley Radio Corporation, told the annual stockholders' meeting this week in Cincinnati, that the Company had arranged to operate a New York studio with wire connections to Cincinnati. The studio is that of WHN.

"We are not starting this with the idea of its being another network competitive with other national systems such as National and Mutual", he said. "It will enable us to render better service to advertisers and advertising agencies in New York."

He reported "steadily increasing volume" in the company's broadcasting activities.

Mr. Crosley estimated the Company's loss from the fire that destroyed its building January 24th at approximately $500,000, fully insured. The flood and fire, he said, caused the Company to fall "considerably behind" in its last year's production in refrigerators.

All Directors and Officers were reelected.

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CHARLES WEAVER, VETERAN IN RADIO, DIES AT 66

An "old timer" in radio died this week. He was Charles J. Weaver, Superintendent of R.C.A. Communications central radio office until his retirement last January. Death came Tuesday afternoon in St. Petersburg, Fla., following an operation.

Mr. Weaver for many years was associated with the development of world-wide radio communication, having joined the old Marconi Wireless Telegraph Company of America in December, 1903, which later became the Radio Corporation of America.

Born in London, Mr. Weaver received his education in Scotland, then came to this country.

He was one of the "old-timers" in the days when radio was known as wireless. After a short term as radio operator with the Marconi Company, he was appointed manager of several coastal stations, including that of Siasconset, Nantucket.

The story is told that while he was manager at the latter station, one of the most important on the Atlantic Coast in those days, about twenty-eight years ago, a young operator named David Sarnoff joined the staff as a junior radio man. Mr. Sarnoff is now President of the Radio Corporation of America.

Upon the re-organization of the central radio office of the RCA in New York, Mr. Weaver was stationed there and later became its Superintendent. He held that post until his retirement, at the age of 65 years.

More than 300 associates and friends were present at a testimonial dinner on January 6, at the Downtown Athletic Club, to signalize the end of his active duty in radio. Mr. Sarnoff was a speaker. Mr. Weaver was presented with a bronze plaque and a "nest egg" of savings bonds representing a value of $1,400.

Surviving are his widow, Amanda Weaver, and a half-sister who lives in London.

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NETS SEEN TAKING OVER PROGRAMMING IN "MAGIC KEY" MOVE

What is interpreted by agency men as the opening shot in a fight by both NBC and Columbia to regain control over the programming end of their commercials is the sudden move by RCA turning over the complete direction of the "Magic Key" program to NBC, according to Variety. The shift from the Lord & Thomas agency becomes effective following the program's April 4th broadcast and will involve a loss of business to the agency of between $1,000,000 and $1,250,000 a year.

"Understanding in the agency field is that, with NBC taking the initiative", Variety continues, "the two major networks have come to the decision that drastic steps must be taken to stave off critical pressure from Washington, and that this end can best be served by bringing the production and booking phases of commercial shows back into the network studios.

"Agency execs are skeptical of NBC or Columbia getting anywhere in this direction. Point out that it's been the competitive flavor which has played an important part in furthering the quality of air entertainment since 1932. It was in this latter year that the networks started to lose their hold on commercial program production, and it is this hold that they purpose to make a sturdy try at re-winning lost prestige.

"Webs feel that only by getting together on some common ground of procedure can they have any effect on disciplining the agencies and the accounts which have objected to strictures as to entertainment content and commercial copy which the networks have tried to impose. In the past when an agency or account has been put on the carpet the invariable reply has been, 'If you don't like it, we'll pull out and go over to another network.'

"Impression in the agency craft is that David Sarnoff and William S. Paley have got together on the problem and mapped out a far-reaching mode of operation, which it is hoped will eventually find the advertisers subject to stronger network influence."

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RADIO TO BE DISCUSSED AT A.N.A. CONVENTION

The Association of National Advertisers will devote a full half-day to radio discussion at its annual convention in Hot Springs, Va., April 26-28. There will be four talks followed by general discussion.

John Karol, of Columbia Broadcasting System, will discuss "Testing a New Program". Louis D. H. Weld, of McCann-Erickson agency, will discuss statistical aspects of radio. D. P. Smeiser, of Proctor & Gamble, and Al Lehman, of the A.N.A. and the Cooperative Analysis of Broadcasting, will contrast city and rural listening habits and program tastes. Robert J. Landry, of Variety, will speak on the showmanship aspects of radio.

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BBC CONSULTS LISTENERS ON THEIR TASTES IN PROGRAMS

The British Broadcasting Corporation, following Mohamet's example of going to the mountain, recently called a conference of representative listeners to obtain advice and criticism on BBC programs.

Five main questions formed the basis of the discussion: (1) What subjects interest you? (2) Who are your favorite speakers? (3) What form of talk do you prefer? (4) At what time do you listen? (5) What would you do if you were in charge of BBC talks programs?

"It is the objective of the BBC to produce, whenever possible, programs which satisfy the claims of responsible opinion", BBC explained. "Similar conferences recently held in London and Edinburgh, at which the interests of the young and women listeners were discussed, proved of considerable value to the BBC program-builders."

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TRADE NOTES

Jesse Butcher and Philip I. Merryman have joined NBC's Station Relations Department at Radio City headquarters. Mr. Butcher has been managing talent and producing commercial radio programs in New York for the last five years. Formerly, he was a newspaper and publicity man. Mr. Merryman, a radio engineer, has been associated with NBC's Washington studios for ten years and has been Operations Supervisor of the Capital's NBC studios which include both WRC and WMAL since 1931

The Board of Directors of the National Association of Broadcasters will meet April 7th in Washington to "appraise current problems" and to schedule a date and place for the Summer NAB convention. The Washington Hotel will be headquarters.

Fire driven by high winds across a 125-acre tract threatened this week to destroy $40,000 worth of radio equipment at a Bureau of Standards experimental station near Forestville, Md. about 5 miles from Washington, D. C.

The British Broadcasting Corporation, in an attempt to improve its television programs, has invited owners of television sets to cooperate by sending in answers to the following questions:

"What items in recent programs did you and your friends like or dislike?"
"What difficulties (if any) are you meeting over reception (a) for sound; (b) for vision?"

Suggestions for future programs are also invited.

Mrs. Bert Siebert McNary has resigned as secretary to James W. Baldwin, Managing Director of the National Association of Broadcasters. She had been with the organization for six years. Leonard D. Callahan, recently named Assistant to the Managing Director, will assume most of Mrs. McNary's duties.

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RADIO TO GIVE MORE ATTENTION TO FINE MUSIC, PALEY PREDICTS

Asserting that broadcasters and advertisers of the country are sensitive to the "surprisingly high" standard of musical appreciation throughout the country, William S. Paley, President of the Columbia Broadcasting System, told the Women's National Radio Committee last Wednesday that he believed the industry would respond by giving "an increasing amount of thought and time to this category of entertainment."

"One of the greatest merits of our competitive system", Mr. Paley said, "is that the real and sincere desires of the audience are recognized and fulfilled." He cited as examples of this, the recent engagement of Arturo Toscanini by the National Broadcasting Company, to conduct a series of radio concerts, and the commissioning, by the Columbia Broadcasting System, of six distinguished American composers to write music especially for radio.

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MAJOR BOWES' INCOME RATED AT $1,500,000 A YEAR

Major Bowes' income is now at the rate of nearly $1,500,000 a year, according to Variety. This easily makes him the top money maker of show business of all time, it adds.

"About a year and a half ago the Bowes earnings were figured as approximately $19,000 a week from all sources or about $1,000,000 annually", the article continues. "Although that figure was considered a new peak for steady income on a week-in-and-week-out basis, his take at present tops it by almost 50%. This despite the lesser number of road units on tour. His radio salary increase offset shrinkage elsewhere. He is thought to get around 20Gs from Chrusler, a secret between himself and the motor-maker.

"Two of Bowes' former big coin sources are now all or in part washed up. Film shorts, using amateur talent, that brought him about $50,000 for 26 pictures a year and a half ago are now entirely dead. Amateur stage units, which were bringing the Major around $2,500 at that time are now down to estimated $2,000 or so a week. Instead of from half-a-dozen to a dozen units, the Bowes touring outfits now number only five, playing strictly percentage dates on a part-time basis.

"His managing director berth at the Capitol, N. Y., still pays Bowes $500 a week."

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No. 1018

April 6, 1937.

U. S. RADIO OFFICIAL ASSAILS "EDUCATIONAL PROGRAM MYTH"

Assailing what he termed "a myth of modern broadcasting", William Dow Boutwell, Chief of the Editorial Division, U. S. Office of Education and Director of the Educational Radio Project, cited the success of the programs sponsored by the Office of Education to refute it.

Writing in the bulletin of the National Committee on Education by Radio, Mr. Boutwell said:

"In the next five hundred words I will describe the puncturing of a myth of modern broadcasting. This myth, a frustrating fantasy, is worth killing because its execustion may encourage the assassination of some of the more hideous monstrosities that crawl out of our loudspeakers.

"What is this myth? You will find it wearing various guises. You will find both broadcasters and educators accepting it. You will find it cropping out in many of the speeches delivered at the recent National Conference on Educational Broadcasting. You will find it in the report of '4 Years of Network Broadcasting'.

"Briefly, the myth asks you to believe that, 'The majority of the American people want entertainment from their radios - they do not want education.' Sometimes you find it couched differently. Prominent educators will say, 'Of course we realize that educational programs can never be as popular as "Amos and Andy" or Rudy Vallee, but they appeal to the minority and that minority should be served.'

"That myth, that conviction, that assumption is now dead. It has been slain in the last nine months; murdered by the combined strength of 300,000 American radio listeners.

"Little did these 300,000 listeners realize that they were killing a modern myth when they wrote to the U. S. Office of Education. They thought they were writing in response to broadcasts presented by the Educational Radio Project, but their letters, flowing into Washington in an ever-increasing flood - ten thousand, fifteen thousand, twenty thousand per week - have introduced a new fact in American broadcasting, namely, that the public for education on the air is probably as large as it is for entertainment!

"By what right can this claim be made? Three hundred thousand is small beside 4,200,000 letters recently received on a soap series. It is small beside the other records established by many commercial concerns. Yet 300,000 letters is probably more listener mail than any sustaining educational program not created by network broadcasters has yet rolled in. Considering the fact that prizes were not offered, it is very heavy. Few, if any, sustaining programs on NBC, CBS, or MBS can show listener response anywhere near that of the five network programs now being presented by the Office of Education.

"What does this prove? It proves that millions of Americans want educational programs prepared to meet public tastes and interests. To those who have examined this flood of letters, there is clear evidence that educational programs, adequately financed and skillfully produced, can compete with any entertainment programs on the air. This evidence challenges the moss-covered assumption that the public demand is solely for entertainment and issues a clarion call for a new definition of 'public interest, convenience, and necessity.'"

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BBC NOTES PROGRESS AT BERLIN BROADCASTING CONFERENCE

The British Broadcasting Corporation has just issued a resume of actions taken at the recent International Broadcasting Union Conference in Berlin. The resume follows, in part:

"The International Broadcasting Union, the members of which are responsible for the broadcasting programs that are followed by nearly 230 million listeners, has just terminated its Winter meeting, which was held at the Adlon Hotel, Berlin. Those who participated, as delegates or observers, numbered ninety-four, and they represented the broadcasting organizations or post, telegraph, and telephone authorities of twenty-three European countries, as well as of the United States of America, the Dutch East Indies, and Porto Rico.

"In the course of the meeting, four new member organizations were admitted: the Bulgarian State Broadcasting Service ("All-India Radio"), and the National Association of Broadcasters of the U.S.A.

"The Union, under the presidency of M. Maurice Rambert (who, until recently, was the Administrateur Delegue of the Swiss broadcasting organization), was the guest of the Reichs-Rundfunk-Gesellschaft (R.R.G.), the representative of which, Dr. Kurt von Boeckmann (Intendant of the short-wave service, and Director of Foreign Relations), is one of the Vice-Presidents of the Union.

"The Technical Commission, under M. Raymond Braillard (Director of the Brussels Control Centre) examined the European wavelength situation in detail. It noted a partial improvement therein, and proposed a fresh effort to clear certain interferences which still exist. The Technical Commission further drew the Council's attention to the fact, demonstrated by the measurements of the Brussels Control Centre, that the situation in the field of broadcasting short waves is becoming more and more alarming. This condition, it is impossible to remedy effectually without working out a plan for the systematic allocation of these waves on a world scale. The Council decided to recommend to the postal and telegraphic administrations that such a plan should be elaborated at the Telecommunications Conference of Cairo in 1938. Another proposal of the Technical Commission approved by the Council was to collaborate with the International Acoustics Commission with a view to systematic coordination of technical studies in this domain. The proposals of the Cairo Committee of the Union were likewise approved.

"In another field, new recommendations concerning the characteristics of music lines were worked out jointly with some of the representatives of telephone authorities. These were based on the detailed work of Dr. Braunmuhl of the R.R.G., and constitute a considerable advance on previous recommendations as to music lines. Lastly, the Council named its delegates for the Conference of the C.C.I.R. (the International Radio Consultative Committee) which is shortly to take place at Bucarest, and expressed the hope that advantage should be taken of the presence of technicians from all parts of the world to make an unofficial study of the short-wave situation.

"The numberous problems brought up by the use of television were set forth in the reports of the R.R.G. on its relations to copyright and to the sound-film. As is well known, television may be carried out in various way,s and in particular by direct transmission of images and by the use of an intermediate film, and the juridical problems that present themselves, are both numerous and delicate. The Legal Commission's conclusion was that transmission of images to the public by means of television was simply the complement of the transmission of sound. In other words, television is only a form of 'radio-diffusion', or broadcasting, and as such falls directly within the sphere of activity of the broadcasting organizations. The reports submitted are to be re-examined at the next meeting.

"Copyright in general was also discussed. The Conference which was to have been held at Brussels for the revision of the Convention of Berne has been postponed, in order to allow of the completion of studies now in progress for the elaboration of a world-wide convention. The Legal Commission has been concerned with the copyright question for many years, and in 1935 drew up a memorandum of propositions

The Technical Commission, under M. Raymond Braillard (Director of the Brussels Control Centre) examined the European wavelength situation in detail. It [illegible] a certain [illegible], and proposed a first effort to alter certain interferences which still exist. The Technical Commission further gave its considered attention to the very [illegible] incorporated by the measurements of the Brussels Control Centre, that the situation in the field of broadcasting short waves is becoming more and more alarming. This condition, it is impossible to correct immediately without working out a plan for the systematic allocation of these waves on a world basis. The Council decided to recommend to the postal and telegraph administrations that such a plan should be elaborated at the Telecommunications Conference at Cairo in 1938. Another proposal of the Technical Commission approved by the Council was to collaborate with the International Consultative Committee with a view to systematic coordination of technical studies in this domain. The proposals of the other Committees of the Union were likewise approved.

In another field, new recommendations concerning the [illegible] of mains lines were worked out jointly with some of the [illegible] telephone authorities. These were based on the detailed work of Dr. [illegible] of the U.I.R. and constitute a considerable advance on previous recommendations [illegible]. Lastly, the Council asked its delegates for the Conference of the C.C.I.R. (the International Radio Consultative Committee) which is shortly to take place at Bucharest, to emphasise the hope that [illegible] should be the basis of investigations from all parts of the world to make an intensive study of the short-wave situation.

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embodying the Union's viewpoint as to modification in the Convention; on the present occasion it was decided to study this new development. The broad ground taken is that the rights and duties of broadcasting organizations vis-a-vis authors, publishers, and executants should be reviewed as a whole. It has to be understood that radio-diffusion, in view of the important cultural part that it plays every day, should be regarded as a public service the activities of which ought not to be handicapped. All these problems were considered so important that special committees were formed for each.

"Finally, the recent and important development of short-wave broadcasting has brought up problems that in this domain, as in the technical, call for speedy solution; one of these is the legal protection of the broadcast program, which will be considered afresh at the next meeting.

"Certain matters were dealt with jointly by the Legal and the Program Commissions, the President of the latter, M. Dubois of Holland, presiding over both. One recommendation approved by the Council was to publish before the next meeting an account of all that had been accomplished by members, either individually or collectively, to acquaint their listeners with the institutions and cultural activities of other countries. The Council decided to press on with the Union's studies of ways in which broadcasting could be utilized for the 'rapprochement' of the peoples."

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HEARST APPLIES FOR TWO "BOOSTER" STATIONS

Applications for two synchronized "booster" stations in Washington to be used contingent upon granting of its application for a new local station in Washington were filed recently with the Federal Communications Commission by Hearst Radio, Inc.

The applications grew out of experiments conducted by McNary and Chambers, Washington consulting radio engineers for Hearst Radio, through synchronized operation of an experimental station in College Park, Md., with WBAL, Baltimore, on the 1060 kc. clear channel.

Because these experiments during the past month have shown promise of success, it was stated decision was reached to file the applications. They request construction permits for two boosters to be operated on the 1310 kc. local channel with 250 watts power daytime only which would be operated synchronously with the main transmitter of the proposed broadcast station in Washington.

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CAPITOL SETS UP OWN BROADCASTING STUDIO

The U. S. Capitol now has a "Temple of Radio", where members of Congress can "go on the air" without leaving Capitol Hill.

Senator Henry Cabot Lodge (R.), Massachusetts, and Representative Maverick (D.), Texas, formally dedicated the improvised studio last week.

The Temple of Radio is a room (No. 414 to be exact) set apart in the old House Office Building.

Messrs. Lodge and Maverick were to have made dedicatory speeches, but a couple of engineers were still tinkering with some wires and telephoning their control rooms to "run me up to minus six" when the scheduled hour arrived. So the news photographers recorded the event without sound.

"Act as if you were talking into the microphone", they requested Representative Maverick.

"What shall I say?" Mr. Maverick asked. "I guess I'll talk about the issues of the day. To hell with the Republicans!" he winked at Senator Lodge, who said nothing, but smiled.

Meanwhile, the Senate Interstate Commerce Committee has taken no action on the Pittman resolution to broadcast special Congressional proceedings.

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RADIO EDUCATION INSTITUTE TO MEET MAY 3-5

The Eighth Annual Institute for Education by Radio will be held in Columbus, Ohio, May 3-5. Features of the Institute this year will be a broadcast by Dr. Joseph E. Maddy, University of Michigan, on his weekly band lesson, an address on "Radio's Responsibility for National Culture" by Gladstone Murray, General Manager of the Canadian Broadcasting Corporation, the first American exhibition of recordings of educational radio programs, and an address by Dr. John W. Studebaker, U. S. Commissioner of Education, on "The Governments' Responsibility for Educational Broadcasting."

I Keith Tyler of the Bureau of Educational Research, Ohio State University, Columbus, is in charge of arrangements for the Institute, which will bring together scores of leaders in radio, representing educational institutions and their radio stations, the chains, and commercial stations, as well as governmental agencies concerned with radio.

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STATIC FORECASTS YEARS AHEAD SEEN BY BELL ENGINEER

From records of solar activity gathered by astronomers in the last 200 years, a rule has been devised that may make it possible to forecast world-wide radio receiving conditions five or six years in advance, according to an interview with A. L. Durkee, engineer of the Bell Telephone Laboratories, in the New York Times.

Mr. Durkee explained that each of the 11-year sun-spot cycles, the latest of which will reach its peak some time in 1938 or 1939, has an aftermath called the "magnetic cycle" that profoundly affects short-wave radio transmission.

In studying the record of eighteen 11-year sun-spot cycles, Mr. Durkee has found that the period of minimum spotting is an indication of the number of spots that will appear during the succeeding peak, a half cycle later. The less activity at a minimum, the less will be the activity at the maximum, he found. With a lag of one to two years, the maximum is followed by a period of magnetic disturbance to radio that corresponds in severity to the degree of sun-spotting.

"No one knows what would happen to radio", said Mr. Durkee, "if we should experience another sun-spot maximum such as occurred in 1778, when 154 spots were counted by astronomers, or in 1837, with its average of about 138 spots, or in 1870 with 139 spots. Since them, and during the relatively brief history of short-wave radio, the average in any one cycle has never progressed beyond about 104 spots, which was in 1917.

"Therefore, we are unable to predict what would happen if the 1778 conditions should recur, as radio has never had such an experience. In 1938, the last peak, only about seventy-nine spots appeared, with the three-year average through the maximum part of the cycle only registering seventy spots. The short-waves were then so undeveloped that very few observations were made as to the effect on world-wide channels when spots are most numerous. This new method of forecasting indicates about ninety spots will constitute the average maximum in 1938, 1939 or 1940.

"There is a likelihood that the 154-spot maximum of 1778 may recur some time in the future, or the number may go even higher. It is impossible to predict what actually would happen in such a case. It is certain, however, that it would be a very severe test of short-wave communication."

Mr. Durkee explained that evidence of periodicity of the large-number-of-spot years is meager; that is, they do not seem to recur at constant intervals, hence it is considered impossible to forecast just when they may arrive. It has been found that radio suffers directly from the magnetic fluctuations in about the same proportion to the number of solar

blemishes visible. The magnetic wave generally lags a year or two behind the spots, but sometimes occurs at the same time, he said.

"It may be found in 1938 and 1939 that the very short radio waves are relatively free of solar spot influences", he continued. "As the spots increase in number the increased ionization in the upper air creates a more perfect conductor for waves between five and twenty meters, so they gradually become more useful over world-wide distances as the spots grow in number. In this may be found a future hope that the present high efficiency of overseas communication can be maintained."

The coming peak in the present cycle may furnish a clue on which engineers can lay the foundations for further pioneering in the field of short-waves, he said.

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NEW TWO-WAY POLICE RADIO TRIED IN SCHENECTADY

An experiment in centralized police control was started in Schenectady under the direction of Police Chief William H. Funston. City precincts were abolished and newly designed and tested two-way radio auto patrols were put into operation.

The system was formally dedicated this week with a program broadcast from Station WGY. The broadcast marked the first and last time that citizens will be able to tune in on police messages, since the radio-patrol apparatus operates on such low frequency that even powerful short-wave sets are not equipped to intercept the signals.

The system is also static-proof, experts say. Broadcasts emanating from the 213-foot tower erected adjoining police headquarters will cut through electrical barriers such as high-tension wires and steel bridges, thus eliminating a disadvantage common to most police two-way patrol systems. The range of signal reception is five to nine miles.

Chief Funston's car, in addition to providing radio contact with patrols, is equipped for rebroadcast through the telephone system. In times of emergency he will be in constant touch both with his patrolmen and with city officials while actually participating in assignments outside his office.

The equipment was designed and built by the General Electric Company.

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TRADE NOTES

Station WCBC, Zion, Ill., was destroyed last Friday in a fire of mysterious origin that also razed the Shiloh Tabernacle, historic house of worship in Zion. WCBS's loss, exclusive of equipment, was placed at $600,000. In included a $30,000 organ.

Charles S. Sykes, son of Eugene O. Sykes, Chairman of the Federal Communications Commission's Broadcast Division, and Miss Kate Farnsworth, daughter of Mr. and Mrs. Palmer Farnsworth, Memphis, Tenn., were married last Saturday in Memphis. Judge Sykes was best man.

The Climax Radio & Television Corporation, Chicago, manufacturer of radio sets, has agreed to discontinue employing the words "Edison", "Elgin", "Hamilton", or "Waltham" as brands or labels for products so as to imply that they are manufactured by or sold under a license or authorization from Thomas A. Edison, Inc., Elgin National Watch Co., Hamilton Watch Co., or Waltham Watch Co., respectively, when this is not a fact, according to the Federal Trade Commission.

A total of 2,140 international broadcasts, in which the finest features obtainable in the cultural, political, entertainment, and news fields were presented, were carried by the National Broadcasting Company and its two original stations, WJZ and WEAF, from 1924 through 1936, a survey of the twelve-year period, made by Max Jordan, NBC European representative, shows.

Earl Sowers, Promotion Director of the Richmond News Leader, and Managing Director of WPHR, Petersburg, was elected President of the Virginia Broadcasting System at the recent annual meeting. He also becomes General Manager, a newly-created position. He succeeds Hugh M. Curtler, of WCHV, Charlottesville. Station WPHR moves to Richmond in the late Summer and becomes WRNL, and as such will be the key station of VBS. Edward Bishop, of WGH, was reelected Vice-President, as was the Secretary-Treasurer, S. C. Ondarcho, of WBTM.

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NAVY BARES DEVELOPMENT OF "RADIO SPY"

Development of a "radio spy" by which enemy warships can be located or tracked long distances at sea has been disclosed by the Navy Department.

Rear Admiral Harold G. Bowen, Chief Engineer of the Navy, first reported development of the device by the Department's radio direction-finder experts to Congressional Appropriations Committees which handle Navy funds.

Admiral Bowen declined to make public details of the "radio spy", filing such information with the Committees under a "confidential supplement." Navy officers, while saying the development was "secret" and could not be discussed, added that it was possible it would be given its first comprehensive test in naval maneuvers to be held in the Alaska-Hawaii sector in the Pacific this year.

Under the same "confidential supplement", Admiral Bowen also requested funds for the development of a system of cryptography by which warships can transmit signals to another vessel in the fleet which cannot be deciphered by an enemy vessel.

Admiral Bowen said the Navy was bringing Navy vessels up to the minute in radio equipment by replacing old sets with the newest modern apparatus.

"There are about 2,000 radio receivers in the Navy, and about half of them are obsolete insensitive and can be interfered with easily", he said. "We have requested funds to replace them with modern equipment."

Two types of portable radio equipment now are being installed on warship. One type, which requires six men to handle, will be used to maintain communication between ships and advanced bases by landing forces. The other set, designed to be carried on a man's back is to be used by landing forces in action and for inshore operations.

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NAZI USE OF RADIO FOR WORLD PROPAGANDA BARED

The investigation of the desperate and now successful efforts of the Reich radio to drown out the so-called secret station of the German Communist party revealed that the effect of its broadcasts on Pan-German propaganda is resented as much as its possible influence on public opinion within the Reich, according to a Berlin correspondent of the New York Times. He continues:

"The Communist sender, wherever he may have located his short-wave, could be heard clearly throughout Central Europe and, theoretically, overseas.

"The radio, however, more especially short-wave radio, is the Third Reich's most powerful instrument for inculcating Germanic racial mysticism and National Socialist ideas into citizens of other countries who are German in origin.

"The purpose of the elaborate and powerful German short-wave station at Seesen is described frankly in the official book entitled The Reich Radio, issued by the Reich Radio Company and the radio section of the Propaganda Ministry. Introducing the chapter devoted to short-wave broadcasting, the book states:

"'An instrument is to be created which shall bind all German racial comrades firmly to their homeland and the new national community which has been brought into being here. This process began with the Germans of North America.'

"The latter statement is a reference to the fact that the first move of the new National Socialist short-wave broadcasters was to introduce in April, 1933, two months after Chancellor Adolf Hitler came into power, a radio beam for the United States and Canada. There are now six beams, covering the whole surface of the globe.

"Writing in August, 1936, one of the directors of the short-wave service stated:

"'The conquest of the nation by radio was a colossal event, but of the 100,000,000 Germans in the world, some 15,000,000 German racial comrades overseas were at first left out of this development. This was tragic, for these very Germans who, winning new prestige for their motherland abroad, often have a profound longing for the home country. It appeared almost hopeless to bring this other Germany nearer to Adolf Hitler's Reich.

"The radio has succeeded, however. This task which never before has been undertaken has fallen to the German short-wave sender.

"'Wherever he may be, in the skyscraper cities of the New World or in a village school in the Brazilian jungle, the radio hearer can switch in and become a member of the German world community.'

"The article states that in 1935, 30,000 letters were received and that all were answered.

"The great majority of those who thus were invited 'to switch in and become members of the German world community' are citizens of other countries. It is estimated by the Foreign Office here (Berlin) that there are some 3,000,000 German citizens living abroad. The German short-wave directors claim, however, to have a potential audience of 15,000,000 German 'racial comrades' overseas. They refer to 100,000,000 Germans in all the world, whereas the Reich has a population of only 68,000,000."

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PAYNE MENTIONED AS G.O.P. CANDIDATE FOR N.Y.C. MAYOR

Commissioner George Henry Payne, of the Federal Communications Commission, was mentioned this week as a possible candidate for the Republican nomination for Mayor of New York City, in a syndicated and copyrighted article by Lemuel F. Parton. The article said, in part:

"In the early sessions of the fusion group, which finally nominated and elected Fiorello H. LaGuardia, Mayor of New York City, the three leading LaGuardia pioneers were Samuel Seabury, W. Kingsland Macy, and George Henry Payne. Now, in the Republican shifting and shuffling which prefaces the selection of a candidate to run against Mayor LaGuardia, Mr. Payne's name is the first out of the box. It is offered by Mr. Macy, former State Chairman, in his publication, the Suffolk Everyweek. This writer hears more and more talk about Mr. Payne as a possible candidate - a Warwick tilting at the throne."

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ROY HOWARD'S SON HEADS CONTINENTAL RADIO CO.

Jack R. Howard, 27-year-old son of Roy W. Howard, has been elected President of Continental Radio Co., succeeding Karl Bickel, who was named Chairman of the Board of the radio subsidiary of Scripps-Howard Newspapers.

Members of the Continental Radio Co. directorate elected this week included Mr. Bickel, Mr. Hawkins, Jack Howard, M. H. Aylesworth, former President of the National Broadcasting Co., now connected with the Scripps-Howard general management, and Paul Patterson, Comptroller and General Counsel for Scripps-Howard Newspapers and the radio subsidiary.

For the past six months, Jack Howard has been Assistant Secretary of the radio company and its Washington representative. His duties in Washington have been taken over by Paul M. Segal, Scripps-Howard radio attorney.

It was announced that James C. Hanrahan will continue as Vice-President of the company, an Ohio corporation formed in August, 1935. It owns and operates WNOX, Knoxville (Tenn.) News-Sentinel station, and WCPO, Cincinnati Post station. Applications have been filed for new stations in Toledo, Columbus, Washington and Denver.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF APRIL 9, 1937.

No. 1019

CELLER PRESSES FOR HEARINGS ON SHORT-WAVE STATION

Representative Celler (D.), of New York, this week predicted that the House Naval Affairs Committee shortly will schedule hearings on his bill to establish a government-owned short-wave broadcasting station in Washington. There were indications that the hearings may start within the next fortnight.

The Pan American radio station proposal has been pending for several years, but its sponsors now insist that it has the backing of the Administration and has an excellent chance of becoming a law.

Congressman Celler's bill authorizes an appropriation of $700,000 for construction of the station and $100,000 annually for its maintenance. Commercial advertising would be barred, but commercial stations would be permitted to use the facilities under conditions proscribed by the U. S. Office of Education.

Commissioner George Henry Payne, who is one of the promoters of the station, has charged that commercial broadcasting interests have been responsible for the delay in construction of the station, which was authorized at the Montevido Conference four years ago.

The station, if built, will operate on the short-wave frequencies allocated to the Navy Department but in some instances lent to commercial broadcasters.

Other radio legislation appeared to be at a standstill this week as the Senate continued to concentrate on the President's Supreme Court reform proposal and the House concerned itself with other matters.

Indefinite delay was foreseen on the Wheeler proposal to curb the acquisition of broadcasting stations by newspapers. The Pittman resolution to provide for the broadcasting of special sessions of Congress was still lying idle in the Senate Committee on Interstate Commerce.

On the House side the Rules Committee was still holding up the Connery resolution for a broad radio investigation with the chances about even as to whether it will be reported to the House, with or without amendments.

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RADIO PROGRESS REVIEWED IN SARNOFF ANNUAL REPORT

The Radio Corporation of America "has moved forward on every front covered by its operations - manufacturing, broadcasting, communications, research, patents, and television", David Sarnoff, President, declared in a statement made to RCA stockholders in New York City this week.

A summary of his review follows:

"MANUFACTURING: At the spring meeting of its distributors, our manufacturing division will introduce a new line of RCA Victor receiving sets, phonograph combinations, and other products. The market trend is definitely toward improved quality of performance and appearance.

"BROADCASTING: In our broadcasting operations, the substantial advance made during 1936 in the commercial position of the National Broadcasting Company has continued.

"COMMUNICATIONS: General increased business activity has caused a larger volume of foreign correspondence, increased foreign travel, and greater traffic in the exchange of international broadcasting programs. All these have resulted in a larger volume of business for our communication services. Both R.C.A. Communications and Radiomarine Corporation are benefiting from this increased business activity in the foreign field.

"RESEARCH: Our leadership in research, covering every development of the radio art, continues to produce improvements in broadcasting and receiving equipment, and in all other electronic applications. We are maintaining unabated our research efforts in the promising field of ulstr-short waves. In the conquest of this part of the spectrum, lies the hope of perfected television and facsimile, as well as the establishment of other new radio services.

"TELEVISION: Technically, the art of television needs still further improvement in transmission as well as reception. As these improvements are made, the cost should decrease and thereby reduce the magnitude of the financial problems of establishing a nation-wide television service.

"The Columbia Broadcasting System has just announced its plans to enter the field of experimental high-definition television. That company has placed with us, this week, an order for the manufacture of a modern RCA television transmitter to be installed on the Chrysler Building in New York City.

"FINANCIAL: Net profit, after all deductions, will be approximately $2,200,000 for the first quarter of 1937, compared with $1,287,000 for the first quarter of 1936. This is an increase in net profit of more than $900,000 for the first three months of this year, compared with the same period of last year. After allowing for the quarter's preferred dividend charges, amounting to $808,000, there remain $1,391,000, equivalent to ten cents per share of common stock, against a deficit of approximately one cent per share in the corresponding quarter of last year."

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INDIA AWARDS CONTRACTS FOR NINE STATIONS

Awards have just been made for nine broadcasting sets, bids for which were recently opened by the Government of India at New Delhi. The successful bidder for 4 medium wave 5 kw. sets and one short-wave 5 kw. set was the Marconi Company, while 4 short-wave 10 kw. sets were awarded to the Philips Electrical Company,

Philips' bid on the four 10 kw. sets was Rs.131,000 each, f.o.b. Indian port, or Rx.133,000, f.o.b. Delhi.

Awards were made on the basis of a 4,000 working hour guarantee on valves and also a guarantee against price increase for valve renewals during the next five years. Deliveries were 32 weeks for the first set, 40 weeks for the second, 48 weeks for the third and 56 weeks for the fourth. Erection is going to be done under Government of India supervision although Philips is supplying the erection engineer who will be on Government payroll from the arrival of the first set to the complete installation of the last set.

British bids on the 10 kw. sets were very slightly over the Philips' bid; their valve guarantee was only for 2,000 hours. Marconi bid Rs.75,125 each f.o.b. on the medium wave sets and Rs.80,252 fo.b. port with the addition of approximately Rs.38,000 for aerial, installation and mast lights on the short wave set. These awards were also based on valve guarantees and guarantees against price increases.

The value of the rupee in India is 36.9 cents in U. S. currency.

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ASCAP FORMS ADMINISTRATIVE COMMITTEE; MILLS CHAIRMAN

The American Society of Composers, Authors, and Publishers this week reorganized its administrative set-up by forming an Administrative Committee with E. C. Mills, former General Manager, as Chairman.

John G. Paine, Chairman of the Board of the Music Publishers' Protective Association, was selected to become General Manager, succeeding Mr. Mills, who will now be relieved of most of his administrative duties.

The other members of the Committee are Gene Buck, President of ASCAP, Irving Caesar, Louis Bernstein, and Walter Fischer.

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DEMAND IN PANAMA FOR RADIO RECEIVING SETS INCREASING

The demand for radio receiving sets in Panama has been steadily increasing since the inauguration in 1935 of regular radio broadcasting within the Republic, according to Assistant Trade Commissioner A. R. Randolph, Panama, in a report to the Electrical Division, Bureau of Foreign and Domestic Commerce, Department of Commerce.

Imports of radio receiving sets into Panama which totalled 1,618 units in 1934, advanced to 2,558 units in 1935, and registered a further increase in 1936 when imports were recorded at 3,120 units, practically all of which originated in the United States, the report states.

The average price paid by the consumer for receiving sets of the combination short wave and broadcast bands is approximately $60. It is believed that lower priced units would stimulate sales in the Republic, according to the Commerce Department.

Seven broadcasting stations are in operation in the Republic at the present time and three additional stations which have now been licensed and assigned wave length and frequency have not yet commenced broadcasting, it was stated.

Woodwork in radio receiving sets intended for use in Panama should be constructed with strict regard for the warm humid climate. All metal parts must be protected against corrosion since moisture gets into any exposed and susceptible part According to John H. Payne, Chief of the Electrical Division, sets structurely correct for American use often deteriorate rapidly in the presence of the excessive humidity in many tropical countries.

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BROOKLYN CASE HEARING ENDS AFTER THREE WEEKS

The now celebrated "Brooklyn case", which has been pending before the Federal Communications Commission and its predecessor, the Federal Radio Commission, for several years on Friday completed another stage in its progress. Hearings, which have been conducted daily for the last three weeks, were concluded.

It is expected that the FCC will take several weeks to study the voluminous testimony before reaching a decision.

As the case was held before the full Commission, practically all other matters before the regulatory body have been delayed.

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FRENCH TELEVISION RESTRICTED TO GOVERNMENT

M. Jardillier, Minister of P.T.T., has announced that, in order to avoid the difficulties which had been experienced in the development of broadcasting, the Government has decided that television experiments should be made by the State in collaboration with specialists only, according to World-Radio. He has, therefore, refused to allow Radio-Toulouse to make television transmissions. This is evidently the reason why Poste Parisien has not succeeded in obtaining permission to transmit television, in spite of having installed the Barthelemy system. Since the beginning of the year, transmissions of white lines, squares, rectangles, and other geometrical figures have been made from the rue de Grenelle from 10 a.m. to 10:30 a.m. and from 4:30 p.m. to 5 p.m. in order to assist manufacturers in testing their apparatus.

The Minister of P.T.T. has decided upon the construction of a new ultra-short-wave transmitter for the television station of the Eiffel Tower. The Broadcasting Service will take steps to increase the power and range of the station to permit the transmission of television under the best conditions possible at the present moment. Further details of these improvements will be given later.

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NBC'S MARCH REVENUE 19% UP OVER YEAR AGO

NBC network revenue for March, 1937, climbed 19% over the corresponding month last year - the total of $3,614,283 making the gain for the first quarter of 1937 24% ahead of the same period in 1936.

Individual NBC network figures for March, 1937, give the NBC-Blue Network $1,082,961, and the NBC-Red Network $2,531,322.

The first-quarter total for 1937 - $10,452,064 - compares with $8,433,988 in 1936.

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SOUTH AFRICAN RADIO REFERENDUM PROVES FLOP

The radio referendum recently conducted by the South African Broadcasting Corporation was far from being successful, according to the U. S. Department of Commerce. Less than 50,000 replies were received to the 157,000 inquiries sent out, and for this reason: it is said that the Board will not publish the results of the referendum. Meager though the results were, the Board is proceeding on the theory that the votes represent opinion throughout the Union, and doubtless its actions in the immediate future will be guided by the response it has received.

It is believed that there will be a reduction in the ratio of Afrikaans in Johannesburg broadcasts and other districts where votes showed an overwhelming demand for unilingual programs. In order to bring this into effect, a new transmitting station at Springfontein will be erected at a cost of £40,000, and will be connected with Port Elizabeth by land line, for broadcasts of completely Afrikaans services.

It has been decided to send the General Manager of the Corporation on a brief trip to England, to investigate latest advances made in broadcasting and in television.

According to estimates based on the result of the referendum, 700,000 people in the Union listen in on the 160,000 licensed sets. Of these, 75,000 (slightly less than one half) are on the Rand. These figures indicate that there is still a tremendous market here for sales of new sets. It is thought that practically 100 percent of the sets in the Union are licensed, and that there is little, if any, pirating.

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5000 RADIO RECEIVERS TO BE DISTRIBUTED TO CHINESE SCHOOLS

To supplement the two thousand radio sets now installed in the schools of China, the Ministry of Education has just ordered the distribution of an additional five thousand radio receivers to schools, according to a report to the Commerce Department from the American Commercial Attache, Shanghai.

The Chinese Government electric works at Shanghai which furnishes government supplies is manufacturing the majority of the radio sets. The Central Broadcasting Station at Nanking has been instructed to furnish daily broadcasts on educational and scientific subjects, the report states.

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MUTUAL REVENUE FOR MARCH GAINS 11%

The Mutual Broadcasting System's gross revenue for the month of March totaled $212,861.07, an increase of 11 percent over March, 1936.

The cumulative total for the first quarter gives MBS $602,311.16.

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FOREIGN RADIO ADVERTISEMENTS BANNED BY DUTCH

A Netherlands ministerial letter has been sent to radio distribution stations prohibiting the transmission of foreign radio advertisements or of programs consisting chiefly of advertisements (such as the Luxemburg station).

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A favorable report was filed by Examiner Melvin H. Dalberg this week with the Federal Communications Commission on the application of WATR, Waterbury, Conn., for authority to shift its frequency from 1190 to 1290 kc. and increase its power from 100 to 250 watts and its operating hours from part time to unlimited.

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CBS MARCH BILLINGS SET NEW RECORD

Time sales on the Columbia network for March, 1937, totalled $2,559,716, an increase of 17.8% over March, 1936, which grossed $2,172,382. This, a record-breaking March, is the second highest month in CBS history, following October, 1936, when billings reached $2,754,808. Cumulative total for the first quarter of 1937 is $7,202,653, an increase of 20.4% over the same period last year.

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JAPANESE TIGHTEN UP ON SHORT-WAVE SETS

A newspaper clipping, submitted by U. S. Assistant Trade Commissioner Carl H. Boehringer, Tokyo, cites the case of port police tightening up on short-wave radios through the seizure of such a radio from a person not a subject of Japan. The owner of the radio was charged with having possessed a short-wave radio without a proper license. This incident took place in Yokohama.

Gendarmerie officials advised a representative of the "Japan Advertiser" staff that they believe short-wave sets have been imported generally, although their use is virtually prohibited by law, and they intend to handle the above case vigorously as a warning to others. Persons violating the wireless telegraphic regulations governing radio sets are liable to a maximum fine of 1,000 yen or imprisonment up to one year and confiscation of the set, according to the officers. The outcome of the owner is not as yet known.

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Stromberg Carlson Telephone Manufacturing Company and subsidiary makes the following financial report for 1936: Net profit after surtax, $235,531, equal, after annual dividend requirements on 9,768 shares of 6½ percent cumulative preferred stock, to 63 cents each on 273,280, no-par shares of common stock. This compares with $46,654, or $4.66 each on 10,000 shares of 6½ percent preferred stock, earned in the preceding year.

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AERIAL MEDICAL SERVICE UNIQUE RADIO UNIT

A unique radio organization of the Antipodes is the "Aerial Medical Service" in Australia.

As explained by U. S. Consul John W. Dye, of Melbourne, it was founded sometime in May, 1928, under the auspices of the Australian Inland Mission. Baby "pedal sets" form the equipment sold to inland settlers. There are now about 50 "pedal sets" in isolated outposts throughout Australia. Cloncurry, in the State of Queensland, is the headquarters or the location of the mother radio station. The source of power for the transmissions is a small high tension generator which, instead of being engine driven, is operated by bicycle pedals. This provides a simple, constant power supply, which requires little or no attention to keep it in working order.

The messages are set from the "pedal sets" in Morse code, but it is not necessary for the station people to know the code. Supplied with each machine is an automatic keyboard. This machine has a keyboard exactlylike that of a typewriter. To send a message, all that one has to do is to press down the appropriate keys, just as though one were typing a letter, and the machine automatically sends the corresponding Morse code signals.

On these sets messages for advice and medical help are sent, and usually picked up by the Cloncurry station. At Cloncurry there is an aeroplane always awaiting, with a doctor standing by. The plane has a cabin sufficiently large to carry a patient on a stretcher.

The Victorian branch of the Association is responsible for the newly established base at Wyndham, in West Australia. Another base is at Port Headland, West Australia, which is under the West Australian administration.

The wireless sets have been designed and built by an Alfred Traeger, now chief wireless engineer of the Aerial Medical Service. It is understood that the cost of installing wireless sets in the individual outposts or homesteads is about £80 (approximately $320).

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SARNOFF HECKLED AT STOCKHOLDERS' MEETING

The annual meeting of the Stockholders of the Radio Corporation of America, held Tuesday afternoon in New York City, was almost turned into complete disorder as "boos" and cat-calls were hurled at David Sarnoff, President, who presided over the meeting, according to the New York Times. When a stockholder rose to defend Mr. Sarnoff, he was greeted with cries of "Stooge!"

"There were about 250 persons at the meeting", the Times reported. "The disturbance began when Mr. Sarnoff announced the names of four Directors to be voted upon for re-election to the Board for three years. Particular objection was voiced by Lewis Gilbert, who said he 'represented 800 shares', against the appearance on the ballot of the names of Edward J. Nally and Frederick Strauss.

"Mr. Nally and Mr. Strauss were attacked by Mr. Gilbert on the ground that they 'held no stock whatsoever in the company, and therefore, should not represent the stockholders.' He added that it was his intention to 'instigate a protest vote against the present directorate.'

"This, apparently, was all that a handful of stockholders needed to hear, for almost immediately a dozen or more stockholders jumped from their chairs to uphold Mr. Gilbert's contentions. Mr. Sarnoff, who by now was constantly calling for order, requested the dissenting group to 'at least observe the elementary rules of parliamentary procedure', and was greeted with 'boos.'

"However, his request proved futile, for a woman stockholder, who identified herself as Miss Anna E. Robinson, challenged Mr. Sarnoff's ability as President of the Company and demanded that the present Board of Directors, which she termed 'nothing but a group of bankers and stock brokers' be replaced by men who 'knew a little more about the technical side of the radio business.' She added that she was opposed to 'banker management that is totally ignorant of the affairs of the Company it directs.' She also demanded to know 'why the investors do not get more consideration.'

"Mr. Sarnoff, who was talking into a loud-speaker system, indicated that if order were restored, he would gladly answer her question. In a few minutes the situation quieted down somewhat and Mr. Sarnoff said:

"'If this lady knew personally, as I do, those Directors which she now attacks, I am sure that she would not hold them incompetent. They have devoted years of untiring and unselfish devotion to the affairs of our Company and deserve a vote of thanks.'

The Directors were re-elected.

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NBC STARTS NEW TELEVISION TESTS

Field tests of RCA experimental television with the new 441-line definition, were resumed this week by the National Broadcasting Company. The tests will continue throughout the Spring and Summer months.

Test programs will be televised daily from the NBC transmitter in the Empire State Tower. Quality of reception will be checked by NBC engineers on more than 75 receivers placed at selected points throughout the metropolitan area.

O. B. Hanson, NBC Chief Engineer, said the object of the new tests, which represent the latest development in seven years of television experiment by NBC, is to determine the home program potentialities of high definition television. RCA television of 441-line definition has been in operation in the laboratory since last December, but this will be the first test under practical field conditions.

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CHAIN STORE CLASHES WITH WCAU IN "CENSORSHIP"

The Great Atlantic & Pacific Tea Co., which has been waging a campaign against a proposed Pennsylvania chain store tax, clashed with Station WCAU and the Columbia Broadcasting Co. over its "Bandwagon" radio program in Philadelphia last week.

The Company had planned to present on its program Thursday two speakers who were to talk against the chain store tax bill now being considered by the Pennsylvania State Legislature. O. C. Adams, President of the A. & P. Southern Division, charged that the speakers were not permitted to deliver thier addresses. As a result, the Company inserted full-page advertisements in Philadelphia newspapers Friday headed: "This Is the Story the Radio Kept From You." Below this caption, the addresses of Eleanor Davis, economist, and G. A. Boger, President of the Lehigh Valley Cooperative Farmers' Association in Pennsylvania were printed.

In explaining the radio station's stand, Dr. Leon Levy, President of WCAU, said: "Columbia Broadcasting System and WCAU sell time to advertisers solely for the advertising of their goods and services. We refuse to sell time for the discussion of controversial public issues or dissemination of propaganda to influence legislation."

Dr. Levy then offered free time for discussion of the issue if speakers of both sides were on the program. The offer was accepted, and the debate was held on the following Saturday night.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

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No. 1020

April 13, 1937.

DUNLAP CONTRIBUTES NOTABLE MARCONI BIOGRAPHY

Just off the press is the first great biography of Marconi.

It is written by Orrin E. Dunlap, Jr., Radio Editor of the New York Times, whose own career began as a wireless operator. It reveals much heretofore unknown about Marconi's early life, is the result of years of painstaking research and carries a preface by Marconi, who himself read the final proofs so that the book would be accurate in facts about wireless and historically correct in personal detail.

In addition to the story of the part played by the Italian wizard in the development of radio, told as never before, the book touches on many historical events - the heroic and dramatic role of Marconi wireless in the "Republic" disaster and the "Titanic" mid-ocean tragedy. The biography is profusely illustrated.

Here indeed is a book - "Marconi - The Man and His Wireless" - published by The Macmillan Company, New York (price $3.50) which is so attractively written and so important historically that it will probably prove not only a best-seller but an authoritative library reference book of all time.

In the preface, Marconi wrote that it was pleasing to him that Mr. Dunlap, an editor possessing a wide background of practical experience in radio, had written the story and the great inventor concluded:

"In revealing to the world the significance of wireless and its influence on the lives of the people, I hope that this book in English will further cement the friendship of Italy and the Anglo-speaking nations, and that this story of wireless will be an inspiration to youth in science. The achievements of wireless illustrate the truth that where there is a will there is a way. There are no limits in science; each advance widens the sphere of exploration. It was that way in 1895; it is that way now.

"Radio is a symbol of progress."

Face to face, Marconi is radically different from the world's general picture of him as a scientist, Mr. Dunlap writes. "He is more English than Italian; shy and mysterious, punctual but not easy to meet. Simplicity is the secret of his wizardry and simplicity of thought enabled him to accomplish

what skilled mathematicians and theorists had failed to do because they became entangled in deep technical approaches. Marconi crowned by wireless, is always news, generally front page.

"Today broadcasting bespeaks his genius; television illustrates it."

One of Marconi's early associates was quoted as saying that the success of Italy's genius may be summed up in patience and infinite persistence plus a great deal of natural ability. This man said that he had seen Marconi work thirty hours at a stretch; that he hated routine business, and while he has a business sense, he lacks administrative and organizing ability. He is no mixer; out of 700 on the Marconi staff probably not more than a half-dozen knew him well enough to speak to.

Among the anecdotes in the book, of which there are many, Mr. Dunlap relates the following about President Roosevelt and Marconi:

"'Marconi Day' at the exposition was designated in tribute to the distinguished visitor, and on that occasion the Western Society of Engineers invited Marconi for luncheon. Just as the engineers were seated a note came from President Roosevelt, who was also a guest of the Exposition on that day, inviting Marconi to pay him a brief call. The Senatore excused himself, and some twenty minutes later returned. His face wore a puzzled expression; as he sat down at the luncheon table he turned to Dr. Arthur H. Compton, and exclaimed:

"'Where did I meet that man? Mr. Roosevelt described the exact details of a meeting in 1917, but for the life of me I cannot remember the occasion.'

"It was apparent that on the earlier occasion of their meeting, when Marconi was visiting the United States on behalf of the Italian Government, there was no reason for him to remember an Under-Secretary of the Navy, who was one of the many guests at a reception in his honor, whereas, to the Under-Secretary Franklin D. Roosevelt, the inventor of wireless was the man of the hour."

A highlight of the book is a description of the thrilling moment in Newfoundland when the great wizard breathlessly tried out his receiving outfit by which he hoped to pick up an electric signal from across the Atlantic in Poldhu, England, thirty-six years ago. Marconi listened and listened, but not a sound was heard for half an hour.

"Suddenly, at about 12:30 o'clock, unmistakably three scant little clicks in the telephone receiver, corresponding to three dots in the Morse code, sounded several times in my ear as I listened intently", said Marconi, in recounting the day. "But I would not be satisfied without corroboration.

"'Can you hear anything, Kemp?' I said, handing the receiver to my assistant.

"Kemp heard the same thing I did, and I knew then that I had been absolutely right in my anticipation", recalled Marconi. "Electric waves which were being sent out from Poldhu had traversed the Atlantic serenely ignoring the curvature of the earth, which so many doubters considered would be a fatal obstacle. I knew then that the day on which I should be able to send full messages without wires or cables across the Atlantic was not very far away. Distance had been overcome, and further development of the sending and receiving instruments was all that was required."

It is told how Marconi was conducted on a tour of Radio City, through the elaborate broadcasting studios and back-stage of the magnificent Music Hall.

"To the showman who pointed out the features, Marconi did not appear to be impressed. His mind seemed to be looking ahead - to something even greater? Or was he puzzled at the vast outlay of money in this field of radio which might change overnight and render much of it obsolete?

"To the chief engineer who described the nerve centre of the broadcasting system Marconi gave the impression of being perplexed; when a novel device was explained, the only word he found to express surprise was, 'indeed', with an exclamation point. It all seemed as if modern radio had run ahead of Marconi. But had it?"

Referring to the yacht "Elettra", on board of which the inventor's notable experiments have been carried on, Mr. Dunlap pays a final tribute.

"Throughout the ages it seems the 'Elettra' will sail on and on into the infinite with her white and golden bow gently dipping with the swells of Time as it moves across the ethereal sea toward the westerly sun. On the bridge Marconi can be seen waving his Italian naval cap in farewell to earthly waters. Surely there must be more of wireless out there in the infinite, far off in unfathomed space across which all wireless waves endlessly surge against unseen shores from which no traveler has yet returned.

"The spark of his genius will leap forever across the skies."

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PAYNE PROPOSES BROADCAST STATION TAX

Commissioner George Henry Payne, of the Federal Communications Commission, advocates a special tax on broadcast stations. A letter was sent Tuesday (April 13) by Commissioner Payne to Congressman John J. Boylan, of New York, outlining the former's station tax proposal. Also a bill which Mr. Payne drafted embodying his suggestions. Mr. Payne's letter follows:

"In accordance with our conversation of the other day, I am sending you my ideas of a bill that would meet the serious situation that exists with regard to the taxing of the broadcast stations. As neither Dr. Miller nor myself is a bill drafter by birth or profession, I suppose you will have the bill run over by your Legislative Counsel of the House. There has been a widespread conviction that the enormous profits made by the broadcast stations more than justify a special tax, as they now enjoy the use of a great national resource and it is the government that bears the burden of the regulation without which they could not exist.

"Various members of both branches of Congress have at times suggested that this situation should be remedied, but all the suggestions were in the form of taxation of the gross revenue or net income. This form of taxation with the varying sums and the large amount of labor involved is obviously not as workable or practical as the one outlined in the bill enclosed.

"The levy on power in the form of a special tax is simple, calculable at once and is eminently fair. To give you some idea of the profits, it is a fact that there are not more than $40,000,000 invested in the broadcasting business and the gross revenue last year exceeded $107,000,000, with the possibility of its reaching $125,000,000 to $130,000,000 in the current year. Not long ago, one station, which represented an investment of $177,192.15, was sold for $1,250,000; another, which represented an investment of $146,006.02, was sold for $452,500.00; and still another, which represented an investment of $90,321.09, was sold for $300,000.00, - and so on.

"Computed on the broadcast licenses now in effect, the total amount of revenue that this special tax will yield will be $6,946,395.00, including the tax on an experimental broadcast license now in effect, representing a temporary increase of 450,000 watts.

"Many years ago the government gave to the telegraph companies concessions in land and timber and the government has since that time continued to receive compensation in the form of substantially lower rates. The government, as you know, pays only forty per cent of the normal rates on all messages sent by telegraph. In the case of the broadcast industry the

government has made a far more valuable gift from the public resources without any compensation whatever.

"The proposed special tax will be no burden on the broadcast industry as it represents less than six percent of the revenue of the industry. At best it is but a small return for the great privilege the industry enjoys in using the people's airwaves. I may mention, in this connection, that the bill represents purely a revenue measure and that no special tax heretofore levied by the government, including the special taxes of the Harrison Act and the Firearms Act, which are largely regulatory, has ever been upset by the courts."

The section of Mr. Payne's bill having to do with special tax rates and registration reads:

"On or before July 1, 1937, or upon first engaging in the operation of a broadcast station in the United States, and thereafter on or before the first day of July of each year, every person operating a broadcast station in the United States shall register with the collector for the district in which such station is located, his name or style, principal place of business, and places of business in such district, and pay a special tax, computed on the power authorized by the Commission for use by the station, at the following rates:

"For every station authorized to use not in excess of 1000 watts, $1.00 a watt for each watt authorized. For every station authorized to use in excess of 100 watts and not in excess of 10,000 watts, $2.00 a watt for each watt authorized. For every station authorized to use in excess of 10,000 watts, $3.00 a watt for each watt authorized.

"If the tax is payable on the 1st day of July in any year it shall be computed for one year; if the tax is payable on any other day it shall be computed proportionately from the 1st day of the month in which the liability to the special tax commenced to and including the 30th day of June following: Provided that, in the case of failure on the part of the Commission to renew a license for any station in respect to which special tax has been paid the unexpired portion of the period for which the special tax stamp has been issued may be redeemed.

"In the case of a part time station, the tax shall be that proportion of the tax imposed by subsection (a) which the number of daily hours authorized by the Commission bears to 24 hours.

"In the case of a station using varying amounts of power, the tax shall be at the rate imposed by subsection (a) using as the basis the weighted average amount of power authorized by the Commission.

"Time borrowed from or loaned to another station shall not affect the basis of the tax.

"The provisions of section 2 shall not apply to a station certified by the Commission to the Commissioner as (1) operated by the United States Government, any State, Territory, or possession of the United States, or any political subdivision thereof, or the District of Columbia; or (2) operated exclusively for non-profit purposes and broadcasting only unsponsored programs."

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U.S. REPORT ON HAVANA PARLEY SUBMITTED TO STATE DEPARTMENT

Coincident with the adoption of a resolution by the Cuban Cabinet to invite all countries on the North and South American continents to a radio conference next November in Havana, the report of the U. S. delegation to the recent Havana engineering parley was submitted to Secretary of State Hull this week. The report paves the way to the November Conference.

The recent engineering conference was participated in only by Canada, Cuba, Mexico, and the United States. A tentative accord was reached, but all decisions are subject to approval by the general meeting in November.

The major problem worked out by the initial parley, according to the U. S. report, was the proposals of Canada, Cuba, and Mexico that exclusive channels be assigned to each nation and that these channels be divided on the basis of some formula acceptable to all four nations represented.

Three members of the U. S. delegation, Commdr. T.A.M. Craven, Chief Engineer of the Federal Communications Commission; Harvey B. Otterman, of the State Department; and Ellis O. Briggs, Second Secretary of the U. S. Embassy in Cuba, were on this important committee.

"After an intensive study of the views of each of the countries represented and a real attempt to decide the extremely complex problems on the basis of sound engineering principles rather than on the basis of national or political considerations, the Committee was happily able to arrive at a meeting of the minds", the U. S. delegation reported, "and the following principles were agreed to unanimously:

"With respect to clear channels, the former doctrine of international coverage has been change to 'freedom from interference within the borders of a country.'

"The adoption of the United States standard practices for regional stations is applied to the North American region as a whole resulting in the use of regional channels by all nations when no interference will exist to any regional station under the engineering standards recognized in the engineering report of January 11 of the Commission's Engineering Department. This was accomplished after full consideration by all delegations of the doctrine long recognized by our Government with respect to sovereign rights of nations relative to the use of radio. Therefore, no new international principle or change of policy on the part of the United States is involved.

"With reference to clear channels, the rights of nations to use frequencies is modified when they cause interference to the reception of stations in other countries, and hence it is recognized that regional arrangements are necessary to permit the orderly joint use by all nations of the narrow broadcasting band mutually agreed upon by nations of the world for allocation to broadcast service. No new international principles have been evolved here with regard to clear channels and the practice and policies of the United States have been sustained.

"Channels formerly assigned exclusively to a country can be used by other nations in daytime when no more than five micro-volts interference is caused, at the border by stations of another nation using the same channel. This will result in easing the present difficulties in the United States relative to our daytime stations by adding six channels which are in the band 550 to 1500 kc., which are not now available to us. While the same concession was made to Canada and to other nations, no harm can come to the United States stations if the terms of this agreement are set forth at the November Conference and agreed upon there and thereafter maintained in force by all nations.

"Three classes of clear channels, one class of regional channels and one class of local channels were recommended much along our own present or proposed practice except that the use of directional antennae is encouraged between nations when convenient. This is in accord with what has been recognized as engineering necessity in our own country.

"Six classes of stations defined very much along the lines of the Federal Communications Commission's Engineering Department's January report were adopted. These do not materially change our existing practice and are in accord with our present necessities.

"For the purpose of promoting coordination between nations with respect to questions of interference in the broadcast band 540-1600 kc., each nation a party to this agreement, should notify the others with respect to the call signs, frequency, power, antenna characteristics, and location of the

stations they have authorized; and for purposes of obtaining cooperation with respect to international interference they shall state in which class they deem the stations they have authorized should be listed.

"For the first time in international radio history, 'objectionable interference' has been defined in specific terms for use between nations on the North American continent. The United States practices are followed in this instance and it is believed that, in view of the general misunderstanding throughout the Americas of what is meant by interference of an objectionable character, this action will go far toward attaining an orderly use of the broadcast band in this region.

"The frequency 540 kc., is permitted to be used for broadcasting as provided for in the present agreement between Canada and the United States except that distance from the coast line is prescribed. The broadcast band was extended to 1600 kc. in accordance with the United States proposals at Mexico City and present United States policy.

"The use of 520 kc. and 530 kc. and all other long waves was rejected for broadcasting. This is in accord with the existing United States policy. The frequency separation of 10 kc. and the assignment of frequencies in multiples of ten kc. was maintained in accordance with the present United States policy.

"The division of the 107 channels between 540 and 1600 kc. is as follows:

"58 as clear channels of all classes
"33 as regional channels
"16 as local channels, ten of which are for urban stations (our low power regionals) and six for city stations (our local)

"An important recommendation ratified by the Conference recognizes the essential difference between broadcasting frequencies in the normal broadcast band 540-1600 kc. and broadcasting on short waves. While the former are recognized as being essentially for national service, it is pointed out that for successful short wave broadcasting and especially the cultural exchange of programs among the Americas, stations in the short wave broadcasting bands should be required to use sufficient power to permit the rendition of good international service.

"Your Delegation feels that this Regional Conference of the four nations while preliminary in character was eminently successful in establishing the fundamental needs for broadcasting service of the participating countries and through the achievement of unanimous agreement on the broadcasting engineering bases involved, the way is paved for a more comprehensive agreement among the participating nations in the November Conference."

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NAB CONVENTION TO BE HELD JUNE 20-23 AT CHICAGO

Directors of the National Association of Broadcasters have selected Chicago again for their annual membership meeting and June 20-23 as the dates, according to James W. Baldwin, Managing Director, after consultation with the Executive Committee.

Meeting in Washington last week, the Directors discussed the recent Havana broadcasting conference, which Mr. Baldwin attended as an unofficial observer, and endorsed the Duffy and Sheppard Copyright Bills now pending in Congress.

Edward J. Fitzgerald, Director of the Bureau of Copyrights, gave an audition for the Directors to demonstrate the progress of the Bureau in building an electrical transcription library.

The Directors also decided to offer legal aid in defense of the Montana and Washington State Copyright laws, now under fire of the American Society of Authors, Composers, and Publishers.

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RMA ON PROGRAM OF C.I.O., U.E.R.O. OFFICIAL SAYS

If the United Electrical and Radio Workers Union obtains contracts from Westinghouse and General Electrical, now in negotiation, it will next turn its guns on the National Electrical Manufacturers' Association and the Radio Manufacturers' Association, according to the President of the Union.

The C.I.O. group, confident of success in its conversations with the electrical manufacturing companies, expects to reach all other electrical and radio manufacturers through their respective trade associations.

Some 425,000 workers are involved in the companies represented by the two trade organizations, it was estimated.

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TRADE NOTES

Lenox R. Lohr, President of the National Broadcasting Company, will return to his boyhood home town, Washington, D. C., on April 19th to address a gathering of newspaper men who will be guests of the Washington Board of Trade.

A tax of 9 pesos has been levied on each radio in the city of Santiago, according to a report of February 24, 1937, from Assistant Commercial Attache Harold M. Randall, Santiago. The funds derived from the tax are to be devoted to various public improvements in the city.

A favorable report on the application of WCOP, Boston, for authority to transfer from 1120 to 1130 kc., was filed with the Federal Communications Commission this week by Examiner George P. Hill, conditional upon compliance with Rule 131.

WJR, Detroit, makes the following report for the March quarter: Net income, $151,231, equal to $1.16 each on 130,000 shares, compared with net income before taxes of $128,824 in first three months of 1936.

A report that the Columbia Broadcasting System would drop its Cleveland affiliated station WHK, at the expiration of its present contract on October 31st, has been confirmed by Herbert V. Akerberg, CBS Vice-President in Charge of Station Relations, and in its place, CBS has signed WGAR as the Cleveland outlet, effective November 1st.

False and misleading representations as to the therapeutic value of a medicinal preparation designated as "Willard Tablets" is alleged by the Federal Trade Commission in a complaint issued against Willard Tablet Co., Inc., 215 West Randolph St., Chicago. The respondent is a radio advertiser.

Three radio stations, KSOO, Sioux Falls, S.D.; WDEL, Wilmington, Del., and WORK, York, Penna., will be welcomed to the networks of the National Broadcasting Company in NBC program salutes during the afternoon and evening of Thursday, April 15. The recent signing of the stations brought the number of NBC affiliated stations to 124.

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RADIO SPARSELY REPRESENTED AT GRIDIRON

Only a few lucky ones from the radio industry were included in the invitation list of the Spring Dinner of the Gridiron Club in Washington last Saturday night, attended by President Roosevelt, Chief Justice Hughes, General Pershing and other high officials.

Besides the President, there was, as usual, only one other distinguished speaker, this year Myron C. Taylor, Chairman of the Board of the U. S. Steel Corporation.

Radio notables present were Judge A. L. Ashby, Vice-President and General Attorney for the National Broadcasting Company, New York City; Gene Buck, President of the American Society of Composers, New York City; Harry C. Butcher, Vice-President, Columbia Broadcasting System, Washington, D. C.; John W. Guider, radio Counsel, Washington, D. C.; and Senator Burton K. Wheeler, Chairman of the Senate Interstate Commerce Commission.

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U. S. PROVIDES 11% OF IRISH RADIO IMPORTS

While there are more than 100,000 receiving sets in the Irish Free State, or one to every 30 inhabitants, American Vice Counsul Edwin J. King at Dublin, in a report made public by the Electrical Division of the Department of Commerce, states that sets of only one American manufacturer have been assembled in the Irish Free State during the past three years.

At the recent radio exhibition in Dublin, the all-wave set was predominant. Car radio sets were also well represented.

Imports of radio equipment and parts from the United States during 1936 were valued at approximately £27,000 (approximately $135,000) or about 11 percent of the total imports of such materials, it was stated.

During the year, the report states, Irish Free State radio broadcasting programs were much improved. It has been announced that a regular broadcast service to schools is being inaugurated, according to the report.

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No. 1020 - A

REALLOCATION DELAY SEEN; ECONOMICS REPORT HELD UP

The reallocation and reclassification of United States broadcasting stations, recommended in January by the Engineering Department of the Federal Communications Commission, probably will be postponed until next Fall, it was learned this week, for a two-fold reason.

First, the possibility of evolving a North American plan of allocating broadcasting facilities that would supersede the U. S. set-up.

Second, the fact that the FCC supplementary report on the economic phase of broadcasting is proving too hot to handle at present.

With the threat of a Congressional investigation still hanging over their heads, members of the FCC Broadcast Division are in no hurry to add fuel to the smoldering fire of resentment on Capitol Hill. And the Engineering Department is not eager to become the scapegoat should adverse repercussions develop.

The accord reached by engineers from Canada, Mexico, Cuba and the United States provides a convenient excuse for the Commission to delay further action on the domestic shakeup until after the general Pan American broadcasting conference in November. By that time, it is expected, Congress will have adjourned and the investigation either will have been forestalled or completed.

Meanwhile, the FCC will not formulate any definite policies on super-power station development because of the relation between this problem with reallocation of frequencies.

Commdr. T.A.M. Craven, Chief Engineer of the FCC, in his report to the Commission last January, while leaning toward high power, suggested that no policy be adopted until the supplementary report on the economic phases of broadcasting is prepared.

He also suggested that no final decisions be reached on the engineering proposals until the secondary report was submitted because of "the paramount importance of economic and social factors in the determination of the distribution of facilities to licensees in any section of the country."

Prof. Herman S. Hettinger, of the Wharton School of Finance, was hired to make the investigations, tabulations, and deductions upon which Commander Craven was to prepare the economics report.

This week Commander Craven said that Hettinger's report was on his desk but that he had not had time to examine it since his return from the Cuban conference. He intimated there may be some further delay before it reaches the Broadcast Division.

Professor Hettinger's findings are reputedly pro-industry and so are expected to be jumped on by members of Congress from the rural areas and small towns where broadcasting service is not adequate.

Many of these members are already disgruntled at the tacit approval of power increases by the FCC Engineering Department and the threat of super-power stations arising over the country.

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ALMONTE WELCOMED BACK AFTER LONG ILLNESS

The red carpet was run out at the National Broadcasting Company welcoming John de Jara Almonte, popular evening general manager, back to the fold after a long illness. Curiously enough, during the entire ten years Mr. Almonte had been with the NBC, he had practically never been laid up or had to stay at home. He didn't even seem to get the usual colds that other people did in Winter, but this time was hit by a germ that was so rare that it was almost an honor - like getting a decoration.

In the meantime, Mr. Almonte, who, because of his tactful handling of difficult situations which arise at night, is known as the "diplomat of the kilocycles", and has been greatly missed. As a result of his return, there is a festive air about the office of the genial executive and everyone who knows him is particularly pleased because every assurance is held out to him for another unbroken stretch of good health.

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RULE HITTING ENGINEERS MIGHT FORCE OUT CRAVEN

Commdr. T.A.M. Craven, Chief Engineer of the Federal Communications Commission, this week declined to comment on a published report that an effort is being made to force him to resign by having the Commission adopt a rule which would prohibit engineers from appearing before it in private cases within two years after they quit the FCC.

The Commission has been pondering for some time a problen of drafting a rule placing engineers and technicians on an equality with lawyers with relation to their previous governmental connections.

The demand that engineers be similarly restricted came from Senator Wheeler (D.), of Montana.

While friends of Commander Craven are inclined to discredit the report that an effort is being made in Congress to force him off the FCC staff by a round-about method, it is not unlikely that a harsh regulation might force him to resign.

Much would depend, it is understood, on how the regulation may be worded. Most engineers now appear before the Commission in the role of expert witnesses rather than as counsel pressing a case. Likewise, they as a rule avoid lobbying.

Broadcasting engineers hold that it would be unfair for the Commission to evoke a rule that would bar engineers formerly associated with the FCC from testifying for two years.

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LONDON'S "TELEVISION BELT" TO BE LET OUT

London's television belt, as "made to measure" by the engineers, which had formerly a 25-mile radius from Alexandra Palace, has had to be let out very considerably in the past few weeks, for reports of good reception are coming from places as far apart as Brighton and Cambridge, according to World-Radio, BBC journal.

According to one firm of set manufacturers, a viewer in Ipswich gets consistently good results with a small aerial, his only trouble being an occasional loss of "wync" (synchronization) due to car interference. The outer London television belt, where reception can always be relied upon, could now be drawn from Chesham, Amersham, Windsor, Farnham, Dorking, Seven-oaks, Gravesend, Chelmsford, Cambridge, and Bedford.

The 300-ft. television mast at Alexandra Palace will shortly be capped by another carrying a receiving aerial for picking up signals from a mobile transmitter. Since the mobile transmitter will work from street level, it is essential that the receiving aerial should be as high as possible. Actually, it will be the highest ultra-short-wave aerial in the country, being more than 600 ft. above sea level.

The new aerial will occupy the only point in the vicinity of Alexandra Palace which is not within the "wipe-out" area of the existing vision and sound aerials.

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STATIC TRAVELS WITH SPEED OF LIGHT

Observations at the Carnegie Institution's Mount Wilson Observatory in Pasadena, Cal., indicate that the energy which causes fade-outs in high-frequency radio broadcasts comes from the sun with the speed of light, according to R. S. Richardson, staff scientist, writing in the organ of the Astronomical Society of the Pacific.

When there is an unusually bright gas eruption near a sun spot, energy is transmitted to the earth in eight minutes, causing high-frequency broadcasts to fade. These fade-outs last from fifteen minutes to half an hour. The longest come about every fifty-four days.

Somewhat similarly, telephone and telegraph service may be disrupted and the Aurora Borealis made visible in States as far south as California. The latter are due to storms in the earth's magnetic field and sometimes may follow as late as twenty-six hours the appearance of a large sun spot group.

These disturbances probably will continue for several years. Mr. Richardson said the maximum of the present ten or eleven year sun spot cycle, probably is two years away.

One of the largest spot groups of all time appeared on the sun the latter part of January. An average of twelve spot groups a day was observed in February, the largest in the observatory's history. The average dropped to nine and six-tenths a day in March, but now has increased to eleven or twelve again.

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CUNNINGHAM RESIGNS AS RCA MFG. CO. PRESIDENT

E. T. Cunningham this week resigned as President of the RCA Manufacturing Company, Inc. He will continue as a member of the RCA Manufacturing Company Board of Directors, however, and has been retained as counsel on production, sales and trade relations.

The operations of RCA Manufacturing Company, Inc., will be under the direction of G. K. Throckmorton, the Executive Vice President of the Company. Mr. Throckmorton has acted in that capacity for the past six years and will now assume the duties formerly exercised by Mr. Cunningham.

In December, 1930, Mr. Cunningham sold his radio tube company, E. T. Cunningham Company, to Radio Corporation of America. That year RCA had also begun its own manufacture of the radio apparatus which it had formerly purchased from others. At that time RCA acquired factories in Camden and Harrison, New Jersey; Boston, Indianapolis, and Hollywood, California.

In 1931, David Sarnoff, President of the RCA, appointed Mr. Cunningham to coordinate and to integrate the varied sales and manufacturing activities of RCA in the fields of radio tubes and receivers, Victor phonograph records, Photophone equipment, radio transmitters and miscellaneous radio products.

Today these activities of the RCA are consolidated in the RCA Manufacturing Company, Inc., with factories in Camden and Harrison, New Jersey; Indianapolis, Hollywood, California; and in eight foreign countries.

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HEARING SET ON A. T. & T. APPLICATION

The Telephone Division of the Federal Communications Commission having under consideration the application of the American Telephone and Telegraph Company for a special experimental license for a point to point radiotelephone station utilizing 21 frequencies now licensed to its Lawrenceville, New Jersey, station to communicate "for experimental service only to any fixed point beyond the continental limits of the United States" set the application for hearing before the Telephone Division at 10:00 A. M., on Thursday, June 17, 1937.

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BOYLAN INTRODUCES RADIO STATION TAX MEASURE

A bill carrying substantially the same provisions proposed by Commissioner George Henry Payne for taxing broadcasting stations was introduced in the House Thursday by Representative Boylan (D.), of New York.

The measure was referred to the Ways and Means Committee. Its fate probably will depend upon whether or not the Administration approves it. Congressman Boylan himself said that the Treasury Department will be consulted.

If a hearing is held on the bill, a number of members of the House will appear in support of it. Some of these members already have suggested taxation of broadcasting stations during hearings on the FCC requests for appropriations.

Commissioner Payne has estimated that the tax would yield $6,946,395, which is almost four times the annual appropriation for maintaining the Federal Communications Commission. The appropriation for the next fiscal year is $1,629,000.

Other members of the FCC have gone on record as favoring a license tax on broadcasting stations to pay for the cost of regulation, among them being Judge Eugene O. Sykes, Chairman of the Broadcast Division.

Although the Broadcast Division promised more than a year ago to investigate the possibility of imposing a scale of license fees, during hearings on the appropriations bill, no plan had been submitted to Congress before Commissioner Payne sent his suggested bill to Representative Boylan.

The scale of taxes proposed in the Boylan bill is as follows:

$1 a watt for stations of 1,000 watts or under; $2 for stations between 1,000 and 10,000 watts; $3 for stations using in excess of 10,000 watts.

Thus stations now operating with 50,000 watts would have to pay annual tax ov $150,000, while the Nation's most powerful station, WLW, using 500,000 watts, would be taxed $1,500,000 under the scale proposed.

Broadcasters generally are alarmed at the steepness of the proposed taxes, and it is believed that if the bill is acted on favorably that the taxes will be scaled downward.

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DILL ARGUES FOR PERMIT FOR WASHINGTON STATION

Former Senator Clarence C. Dill, who now resides in the District of Columbia, arguing in support of an Examiner's recommendation that he be allowed to construct a new broadcasting station in Washington, told the Federal Communications Commission Thursday there is more need of a local station in the District than in any other community in the country.

Chain programs, Senator Dill declared, occupy from one-half to two-thirds of the time of the four existing stations, making it "impossible" to give "real local service."

The former Senator said he planned to present educational programs designed expressly for Washington high and grade schools. Religious programs, including those of the Adventist Church, would be presented during hours now taken by chain programs on other stations, he said.

The development of local talent, a field in which Mr. Dill said practically nothing has been done, would be a policy of the station.

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U. S. ADVERTISERS PROMISE PROGRAMS FOR ALASKA OUTLET

Commercial sponsors from the United States will enable an operator of a proposed Alaska station to make the venture a business success, according to an Examiner's report recommending that the application be granted.

Approving the request of Edwin A. Kraft, of Petersburg, Alaska, for a construction permit on 1420 kc. with 100 watts, unlimited time, Examiner R. H. Hyde noted:

"The applicant does not expect to obtain sufficient revenue from advertising business available locally in Petersburg to make the proposed station a successful business enterprise, but does expect, in fact claims assurance of sufficient business from advertisers within the United States, to make the project a commercial success. Through his ownership of the Northwest Radio Broadcast Company, Inc., the applicant is in a position to place certain national advertising on the new station. Three substantial accounts, by name the Gardner Nursery Company of Osage, Iowa, the Geppert Studios of Des Moines, Iowa, and the Compagnie Parisienne of San Antonio, Texas, are said to be immediately available. In addition the applicant claims that a number of local supply houses distributing such merchandise as groceries, mining machinery and canning equipment, who do not at present have any effective method of advertising their products in the Petersburg area, are definitely interested in employing radio advertising."

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TRADE NOTES

It may or may not be a coincidence, but the date of the annual convention of the National Association of Broadcasters in Chicago, June 20-23, includes the date, June 22, of the Louis-Braddock fight for the world's heavyweight championship.

The Japanese Broadcasting Company announced this week that it will construct 16 short-wave transmitters at a cost of approximately $5,000,000 for use of American and other foreign radio companies who wish to send announcers to describe the 1940 Olympic games in Japan.

William R. P. Neel, of the National Broadcasting Company Press Division, has been appointed Trade News Editor, effective immediately. He will have charge of the distribution of all news concerning the company's activities to the radio, advertising and industrial trade press. Mr. Neel has been a member of the NBC Press staff for two years.

An increase in power from 500 watts nighttime and 1,000 watts daytime to 1,000 and 5,000 watts, respectively, was recommended for WMBD, Peoria, Ill., this week by Examiner George H. Hill.

A strike of wireless operators on all ships operated by the International Mercantile Marine and its subsidiaries now in United States ports was called Thursday by the American Radio Telegraphers' Association, which has just affiliated with the C.I.O.

Effective April 15th, Station KSOO, Sioux Falls, S.D., becomes affiliated with the National Broadcasting Company as a supplementary outlet available to advertisers using either the Basic Red or the Basic Blue Network. KSOO is the only radio station in Sioux Falls and the only clear-channel station in South Dakota. It operates until Local Sunset - with 2500 watts power and on a frequency of 1110 kilocycles.

An adverse report was filed with the Federal Communications Commission this week by Examiner P. W. Seward on an application of the Peninsula Newspapers, Inc., Palo Alto, Calif., for a permit to construct a new broadcasting station for operation on 1160 kc. with 250 watts daytime.

American George A. Gordon, Port-au-Prince, advises that the Haitian Government has granted a concession to a company to establish radio stations throughout the country; it permits the company to manufacture and sell telephonic, telegraphic, or radio instruments and accessories; and to construct and exploit central telephone, telegraphic and radio systems. The company is also given the privilege of linking its stations with the local telephone system operated by the Haitian Government.

Thirty-nine German, Swiss and Norwegian advertising experts, on a 17-day visit to the United States to study American advertising methods, visited the National Broadcasting Company Tuesday to hear E.P.H. James, Sales Promotion Manager of NBC, explain commercial broadcasting. The trip is sponsored by Die Deutsche Werbung, German press and advertising association.

The U. S. Foreign Tariffs Division advises that under class 505b of the Bulgarian Tariff, radio sets, radio tubes of all kinds, and other radio apparatus, are assessed 4 gold leva per kilo, plus an octroi tax of 20 percent of the duty and a stamp tax of 3 percent of the duty. Duties are payable in paper leva at the ratio of 27 to 1. Radio sets may be imported into Bulgaria only when compensated by exports of certain Bulgarian products. The above duty and taxes amount to approximately 80 cents a pound.

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STOCKHOLDER WHO HECKLED SARNOFF TURNS ON SCHWAB

Following closely on the heels of his attack on David Sarnoff, President of the Radio Corporation of America, at a recent stockholders meeting in New York City, Lewis Gilbert, labelled by the press as "No. 1 Minority Stockholder", this week turned his guns on Charles M. Schwab at a meeting of stockholders of the Bethlehem Steel Corporation in Wilmington, Del.

Gilbert, teamed with one L. B. Coshland, of New York, tried vainly to oust Schwab from his $200,000 a year post as President of the Company.

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$5,000,000 YEAR FORECAST FOR ASCAP

Distribution made its members by the American Society of Composers, Authors and Publishers this week indicates that the organization is in for a $5,000,000 year, an all-time high, according to Variety. Previous top was $4,000,000 in 1935.

"Collection for this year's first quarter was considerably over the $1,250,000 mark, with the writers getting about 15% more than they did for the like three months in 1936", the article states. "Double A writers this time received $4,600 and over, rated as record sums by a wide margin.

"Society's income for 1936 was $4,400,000, with the splitup on the year figuring $3,600,000. Divvy for the initial quarter of last year came to $935,000, with the expenses of collection and general overhead already deducted."

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STERLING FISHER NAMED CBS DIRECTOR OF TALKS AND EDUCATION

The Columbia Broadcasting System announced this week the appointment of Sterling Fisher, newspaper man, author and lecturer, as Director of Talks and Education. He succeeds Edward R. Murrow, whose appointment as European Director for CBS was announced recently. Mr. Murrow will sail for London April 21st to take over his new duties.

Mr. Fisher will supervise Columbia's educational and religious programs and will edit the magazine, "Talks", a digest of discussions heard over the network.

He has had wide experience as a newspaper man and teacher of English both in America and the Far East. As a writer and lecturer, he also has been a student of public affairs of this country and Europe. He comes to CBS from the editorial staff of the New York Times. Previous to joining the New York Times in 1930, he was a member of the staffs of the Springfield (Mass.) Republican and the Associated Press.

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MACKAY MAKING AUTO ALARMS FOR 600 SHIPS

Automatic SOS equipment, designed to eliminate static, a deterrent in ascertaining the locations of distressed ships, is being manufactured in Newark, N. J., by the Federal Telegraph Company for 600 cargo vessels of United States registry, according to the New York Times. The concern is a research and manufacturing subsidiary of the Mackay Radio and Telegraph Company.

The manufacture of the equipment followed a recent order of the Federal Communications Commission that by August 10th all cargo ships of United States registry having more than 550 gross tonnage must maintain a twenty-four hour watch in the radio-control rooms, with three operators on eight-hour shifts, or install the automatic signal equipment and maintain one wireless operator.

The FCC also approved the auto alarm designed by the Radio Corporation of America.

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MARKET FOR RADIOS GOOD IN NEWFOUNDLAND

The market for radio receiving sets in Newfoundland is relatively good, according to U. S. Consul General Harold B. Quarton, St. John's.

Owing to the geographical situation of Newfoundland, owners of radio receiving sets are able to receive programs broadcasted by American, Canadian and European stations. As a rule, however, reception in St. John's is poor, due to electrical disturbances.

Due to the limited purchasing power of the majority of the people in Newfoundland, low priced merchandise of all descriptions enjoy the largest sale. The less expensive receiving sets, such as table models, are the most popular. The local representative of a prominent American radio manufacturer states that four-fifths of his sales are of this type. One firm retails these sets at prices ranging from $75 to $110, Canadian currency, while another dealer sells a five-tube table model for $65, and 8 to 12-tube sets for $100 to $125. The larger console models retail at from $125 to $250, depending, of course, upon the number of tubes and the type of cabinet. Sales of combined phonographs and radios are limited. Such combination sets retail at from$250 to $350. The demand for combined long and short wave radio receiving sets has greatly increased until at the present time practically all sales are of the all-wave models.

There are approximately 18 American manufacturers of radio receiving sets represented in Newfoundland. Competition is almost entirely among these sets, the only foreign competitor being the Canadian Marconi Company, which also has a representative in St. John's. American sets retail in Newfoundland at prices practically double their wholesale prices at New York.

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BBC NOTES INCREASING USE OF SHORTER SHORT-WAVES

"The most noteworthy trend in short-wave propagation conditions during 1936 has been the increasing use made of the shorter waves, namely those of the order of 14 and 17 metres", the British Broadcasting Corporation notes in its 1937 annual just released.

The annual, which reviews progress in the technical and program fields, also carries descriptions of the BBC television stations and the service now in operation.

Explaining the trend toward shorter short-waves, the BBC says:

"Short waves are propagated round the earth by reflection or refraction in the ionosphere and the amount of bending that takes place depends on the wavelength and on the intentisy of ionization in that sphere. The more intense the ionization, the shorter is the wavelength that is reflected. Although the exact mechanism of the action of the sun in producing ionization in the ionosphere is not yet fully understood, it has been observed that there is a fairly close correlation between the degree of ionization and the activity of the sun as evidenced by sunspots. Here the wireless engineer and the astronomer meet on common ground. The one observes the trend of short-wave propagation conditions; the other observes the sun with his telescope or spectrohelioscope and records the varying degrees of solar activity. A convenient figure to express solar activity is the mean daily area of sunspots in a given year expressed as millionths of the sun's visible hemisphere. Observations at the Royal Observatory, Greenwith, give the following figures for this: 1932, 163; 1933, 88; 1934, 119; 1935, 624; and 1936, up to June 30th, 1200; from which the sunspot minimum year is shown clearly as 1933. The great increase in activity in 1936 is also well illustrated, coinciding with the wireless engineer's observation that much shorter waves were needed. For instance, in earlier years, a wavelength of 17 metres had been short enough to give a midday service to South Africa during the Autumn. But to provide an equivalent service during the past year, it became necessary to use 14 metres, as it was found that the 17 metre wave was severely attenuated on some days. There is evidence that an even shorter wave - say of 11 or 12 metres - might have been the optimum, for on some days the ultra-short wave transmissions from the London Television Station at Alexandra Palace on 6.67 and on 7.2 metres were received in Cape Town and Johannesburg. Another instance of

this trend was the relatively large number of days on which American amateur stations and police stations on 9 and 10 metres, working on very low power, were audible in this country.

"The use of the shorter waves is advantageous because atmospheric interference decreases rapidly with decrease in wavelength and relatively weak signals can give noise-free reception if receivers are available to cover these wavelengths efficiently. The need for such receivers has been well demonstrated in the past year in Africa, in India, and in Malaya, and those designed for the reception of Empire broadcasting should cover efficiently at least the lowest waves at present in use at Daventry, i.e., GSH and GSJ, 21.47 and 21.53 mc/s respectively (approx. 13.9 metres).

"The range of wavelengths necessary to cover the Empire in the different conditions of day and night, winter and summer, remains about the same. In 1933, when 17 metres was the lowest wavelength used, it was necessary to use a wavelength of the order of 70 metres to serve Canada at night in mid-winter. A wave of this length was outside the bands allocated to broadcasting by the Madrid Convention of 1932; consequently, Canada could not be served for a number of nights in mid-winter. With the physical trend towards the shorter waves, 70 metres becomes unnecessary and, in fact, the use of 50 metres has been called for on only a few nights at the end of 1936 and the beginning of 1937. This is fortunate, as interference in the 50 metre broadcasting band is very severe, owing to the use of this band by a large number of low-power local broadcasting stations in Central and South America. While the local service range of these stations is very small, they are capable of producing widespread interference and, indeed, the whole of Canada and the West Indies have had serious interference from this source.

"The trouble is spreading, as these small stations have followed the trend towards the use of shorter waves and are now using waves in the 31 metre band. Six Central American stations are now causing interference to Daventry on four of its wavelengths, namely, GAS, GSL, GSB and GSC on 6.05 mc¾s, 611 Mc/s, 9.51 Mc/s, and 9.58 Mc/s respectively. Strong representations have been made to the authorities by the British Post Office, but so far, unfortunately, with little effect. Daventry is not the only station to suffer, and the value of short-wave broadcasting is being seriously compromised by this problem of interference. Proposals to deal with it at the next World Communications Conference to be held in Cairo in 1938 are receiving consideration."

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AUSTRALIAN PRAISES AMERICAN BROADCASTERS

J. S. Larkin, Sales Manager of Nilsen's Broadcasting Service, Melbourne, Australia, was in Washington last week. He said that he had made a trip to the United States especially to study our broadcasting system, and the program construction and material used here.

Mr. Larkin said, in view of the fact that Australia is approximately seven-eighths the size of the United States that this was the only country whose radio problems more nearly approximate those of Australia.

Mr. Larkin was especially pleased with the reception he had received here, he told Thomas P. Littlepage, Sr., radio counsellor, on whom he called in Washington, and said that all the broadcasters had been most courteous to him, and he had learned many things of interest. He was very much gratified at the assistance that had been rendered him, and was impressed with the progress that broadcasting had made in the United States.

"The Australian problem does present a very difficult situation in view of the great area but with a population for the whole continent of six million people, which is less than that of New York City", Mr. Larkin said, "I found the American broadcasters to be gentlemen and indeed they were very helpful to me."

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MONOCACY LOSES APPEAL FROM FCC DENIAL

Suit by the Monocacy Broadcasting Co. to restrain the Federal Communications Commission from holding a public hearing on the granting of a permit for erection of a broadcasting station near Rockville, Md., was lost in the United States Court of Appeals Monday. It was ruled that the company should have appealed directly to the Appellate Court instead of seeking an injunction in the District Court.

The company contended its application had been approved tentatively when a belated objection was filed by a local station. It was to bar the hearing of the latter protest that the company sought an injunction. The court did not pass upon the merits of the question.

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LOHR SEES GREATER DEVELOPMENTS JUST AHEAD

Radio receivers that will print newspapers in the home, bring actual pictures of events and reproduce sounds with absolute fidelity were predicted by Lenox Lohr, President of the National Broadcasting Company, in an address in Washington this week.

Speaking before the Washington Board of Trade at the Hotel Mayflower, Major Lohr declared that all three developments - facsimile broadcasting, television and ultra-high frequency sound broadcasting - are workable and are definitely out of the laboratory stage.

He forecast, however, that it would be "at least a year" before any of them could come into general use.

Before out of town newspaper correspondents and local newspaper officials gathered to attend the Trade Board's annual "press night", Mr. Lohr was careful to point out that the newly developed "facsimile broadcasting", while capable of producing a complete illustrated newspaper in the home, would in no way compete with the newspaper industry.

At present, he said, the facsimile broadcasting doesn't do such a good printing job as do newspaper presses and is, also, tremendously expensive. He added that even if these two handicaps should be overcome, the newspaper would still have to gather and assemble the news.

Major Lohr declared that ulstr-high frequency sound broadcasting isn't in general use today because there are few receivers capable of picking up such broadcasts. He praised the development, saying that ultra-high frequency receivers had perfect fidelity and were entirely free from natural static.

The speaker said that his company is now conducting nightly television broadcasts, but that all receiving sets were in the hands of company engineers. He emphasized the danger of "freezing the art" by allowing thousands of sets to be sold to the public and thus blocking scientists from making further improvements.

Other obstacles in the path of television, Mr. Lohr said, are the great expense - which presumably will have to be borne by advertisers - and the difficulty of "networking" programs. Television waves, unlike radio sound waves, cannot be relayed over telephone wires but require either special cables or short wave transmission relays. Experiments are being made with both possibilities, the NBC president said.

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RADIO SET PRICES GOING UP, SAYS EDITOR

Survey of radio industry shows that current rises in raw materials, parts, and labor costs will soon be felt in radio-receiver prices, according to O. H. Caldwell, editor of Radio Today. "A boost of 10 to 15 per cent is looked for when the new lines are announced in May or June with perhaps more increases later", he said in the current issue.

"Facing labor difficulties, some set-makers have been cautious in fixing new prices too early. Factories which have not yet been forced into union contracts are holding back announcements until they learn what uppance may be needed to meet new costs.

"If coming price increases do not exceed 10 to 12 percent, distributors and dealers feel that boost will not seriously affect consumer buying, since radio purchases are made at long intervals by any one family or buyer, and price memory does not linger.

"Unless sit-downs and lock-outs further hold up automobile production, 1937 is going to be auto-radio's biggest year, by far.

"Plans of the car-makers contemplate a 30 percent increase in number of car-radios installed this season as compared with last year, when auto-radio sales were 2,000,000 sets, according to observers in a position to review all makes.

"At least one million auto-radio sets will be sold through local retail dealers during 1937, according to this same authority."

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EDITORS OPPOSE CURB ON PRESS-OWNED RADIO STATIONS

Opposition to the proposal of Senator Wheeler (D.), of Montana, to impose a curb on the ownership of broadcasting stations by newspapers was voiced last week at the closing session of the American Society of Newspaper Editors in Washington.

A resolution objecting to "efforts in Congress to prevent newspapers owning and operating radio stations" was adopted.

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ARTA RUMORED REFUSED A. F. OF L. CHARTER

The press reports carry the announcement of the granting of a charter by John Lewis' C.I.O. to the American Telegraphers' Association.

The rumor in labor circles here in Washington is that this organization, known as the ARTA, several months ago applied for affiliation with the Commercial Telegrapher's Union, a branch of the A. F. of L. It is said that a charter for this affiliation was denied on the ground that the ARTA refused to comply with the rules and requirements of the A. F. of L. and further that the A. F. of L. had information that the ARTA was really backed by Communists.

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HARBORD TO BE AWARDED MEDAL OF MERIT

Maj. Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America, who was Chief of the Services of Supply of the American Expeditionary Forces during the World War, will be awarded the Medal of Merit of the Army Ordnance Association.

The award will be in recognition of General Harbord's service to the national defense and to the industrial development and social betterment of the United States "as a soldier, humanitarian and public-spirited citizen."

The medal will be presented at the annual dinner-meeting of the Army Ordnance Association at the Mayflower Hotel the evening of May 12. Hilaire Belloc, British author, historian and military analyst, will address the Association on the subject, "Yesterday's Wars Are Not Tomorrow's." General Harbord will speak on "Radio and Industrial Preparedness."

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Among new fields explored by the Rockefeller Foundation in the humanities division during 1936 were the movies and the radio, it was disclosed last week. The World Wide Broadcasting Foundation, which furnishes electrical transcriptions for broadcasting, received $40,000 "for trial work in the development of radio programs of cultural and educational value", it was stated.

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TRADE NOTES

The Telegraph Division of the Federal Communications Commission has amended Rules 411 and 442 to read as follows:

"Rule 411. No applicant who fails to qualify for an operator's license will be reexamined within 3 months from the date of the previous examination.

"Rule 442. An applicant who fails examination for operator license of professional class may not be reexamined within 3 months, but this does not apply to examination of radio-telephone type following one of radiotelegraph type, nor vice versa, nor one for lower class following one for higher class of the same type, nor to successive examinations at a point named in Rule 30 a."

Station WMAL, Washington, has asked for modification of license to increase night power from 250 to 500 watts, 630 kc. and the application has been set for hearing.

Two more stations were added to NBC networks on April 15th. WDEL, Wilmington, Del., joins NBC as a regular Basic Red Network station. WDEL operates full time on a regional channel frequency of 1120 kilocycles with daytime power of 500 watts and nighttime power of 250 watts. Station WORK, York, Pa., joins NBC as a supplementary station available for use with the Basic Blue or the Basic Red Network. WORK operates full time on a regional channel frequency of 1320 kc. with a power of 1,000 watts. The addition of WDEL and WORK increases the total of NBC affiliated stations to 124.

W. G. H. Finch, formerly an FCC engineer, last week announced the first successful transmission of natural color photographs over ordinary long distance telephone lines. Utilizing standard public toll lines from Chicago to New York, modified equipment that is used for black and white news photo transmissions was employed.

The American Radio Telegraphists' Association is prepared to call a strike on the ships of those lines which refuse to accept it as the bargaining agency of their men under the provisions of the Wagner Act, according to Mervyn Rathborne, President.

Lenox Lohr, President of the National Broadcasting Company, will address the American Red Cross convention in Washington, May 1sth. The address will be carried on the NBC network.

First radio transmission of pictures by radio across the Pacific was accomplished recently when a photograph of the arrival of Prince Chichibu at Vancouver was transmitted from San Francisco to Japan, R.C.A. Communications officials at San Francisco state. The transmissions are purely experimental, H. H. Christiansen of RCA said. Development of the circuit across the Pacific is largely being undertaken in anticipation of the Olympic Games in 1940.

Radio baseball announcers have the dual responsibility of "selling" the American public baseball as well as the program sponsor's product, it was stated by speakers at the first national conference of 70 sportscasters held in Chicago last week. The conference, representing advertisers sponsoring the majority of basebell broadcasts, was staged under co-sponsorship of Knox Reeves advertising agency, Minneapolis, and J. Stirling Getchell, Inc., New York. Donald Davis, President of General Mills, said his firm and Socony-Vacuum will spend $1,500,000 for baseball broadcasts over a period of five months.

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NAVY PIONEER IN COMMUNICATIONS FIELD, SAYS RODMAN

The United States Navy was a pioneer in the field of communications, Admiral Hugh Rodman said in an article in the Indiana History Bulletin.

"Our Navy was the pioneer in the field of systematically collecting and distributing information of every kind to all seagoing ships, no matter what their nationality, that would facilitate their passage at sea and keep them out of danger", he said. "Today it is the greatest source of this kind on earth. Our Communications Service keeps in close touch with all information of use to seagoing vessels and regularly broadcasts this as well as weather forecasts, storm warnings, hydrographic information, time signals, and news items of importance. It receives SOS calls, and helps to provide assistance. It furnishes radio-compass bearings to vessels at sea, as means of finding their positions, often warning them of danger. It has been the means of saving many lives and millions of dollars worth of property.

"During the Japanese attack on Shanghai the news was sent by Navy radio to Washington, thence to Japan, where it had not yet been received. From Japan there came inquiries back to Washington seeking confirmation. It was confirmed and the whole time occupied, from its inception to completion, was twenty-five minutes. Our installations are sufficiently powerful to send a single impulse three times around the world, and what is to me more wonderful still, it is automatically recorded each time it passes its initial point of transmission.

"Not only does our Naval Observatory serve the whole country with the most accurate time service in the world, but by its broadcasting it serves ships all over the face of the earth that depend upon this for accurate and safe navigation."

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RADIO PATENT BAN WEAKENING IN CZECHOSLOVAKIA

An improvement in the radio market of Czechoslovakia is forecast by U. S. Consul General Raymon E. Cox, Prague.

"The sale of American radio apparatus in Czechoslovakia at present is negligible mainly because of the patent pool which has existed between the local 'Radiotechna' Company, representing the large German Telefunken concern, and the Dutch Philips Company", he reports. "This patent pool has, since January, 1932, up to the present time, been able to prevent successfully the sale of American radio sets on this market through declining to grant permits for the sale of such apparatuses on the ground that they infringe upon its patent rights. During this long period of exclusion, American radio sets were extremely competitive in price and quality.

"Important changes are occurring which, it is believed, will seriously weaken the patent position of the controlling companies. Several of the patents for which they claim to have the sole rights have been successfully contested in the local courts, and it is understood that a number of basic patents have expired. Consequently, the patent pool has organized a cartel of Czechoslovak radio producers and dealers in the hope that it will be able to continue its control of the market through the regulation of production and prices of radio sets, and through compelling dealers to sell only the products of the cartel under threat of non-fulfillment of their orders."

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DON LEE TELEVISION SUCCESSFULLY SPANS 10½ MILES

The Television Division of the Don Lee Broadcasting System, the Mutual Broadcasting System's California affiliate, piloted by Harry R. Lubcke, staged a demonstration last week at the California Institute of Technology's annual exhibit.

Witnessed by laymen and celebrated scientists, among them Nobel Prize Winner, Dr. Robert A. Millikan, television programs, both "sight and Sound", were successfully transmitted over a distance of 10½ miles. It was done not merely once, but many times, during the day at 15-minute intervals.

These repeated demonstrations were performed via the Don Lee owned and operated experimental television station W6XAO which carried the images, and an auxiliary ultra-short wave channel which conveyed the sound.

They marked the first time that high-definition television (300 lines to the image, repeated at the rate of 24 images per second) had been broadcast so great a distance, according to a WOR press statement. Transmitters were located in the Don Lee Building in Los Angeles, while the television receiver was located in the Physics Exhibit at the California Institute of Technology in Pasadena, a distance of slightly more than 10½ miles.

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EL SALVADOR BUYS ALL-WAVE EQUIPMENT FROM U. S. FIRM

The Government of El Salvador has agreed to purchase from an American concern all-wave radio equipment, according to a U. S. Consular report. This equipment will be used for radio-telephonic communications with other Central American countries and Panama during the daytime, and for radio broadcasting at nighttime. Information regarding wave length, power, etc., will become available only after installation.

The total cost of the apparatus is stated to be $14,525.15. According to the last report of Government finances, as of December 31, 1936, the sum of $22,772, or approximately $9,110 at present exchange rates, has been set aside for this purchase.

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INDEX TO ISSUE OF APRIL 23, 1937.

No. 1022

THE ARMY AMATEUR RADIO SYSTEM AS SEEN BY ARMY MAN

The Army amateur radio system pops up irregularly in the news along with national disasters, but it is seldom that the set-up is calmly surveyed as in the current issue of the Signal Corps Bulletin.

The following article was written by Lieut. Charles W. Roth, of the U. S. Signal Reserve:

"Briefly, the purposes of the Army amateur radio system are to furnish emergency communication, to offer additional facilities for the American Red Cross, and, most important from a military view, to train potential Army radio operators.

"Administration of the system is handled from the Office of the Chief Signal Officer, through corps area signal officers. Aides in this work are liaison officers, who are Regular Army personnel; and radio aides, who are either civilians, National Guard, or Reserve officers. These radio aides are normally radio amateurs capable of coordinating procedure in the Army and civilian attitudes and methods.

"The members of the A.A.R.S. are of all ages and occupations: Some are high-school students of tender age; others, successful business executives or professional men. They have, however, a common interest in a systematic organization such as this. While other radio amateurs may be interested in 'dx' (long-distance radio contacts), rag-chewing, experimenting, or traffic-handling, the men - and a few women, too - who make good members of the A.A.R.S. are those who want systematic activity. There is a thrill in being part of the machine-like function of our nets, or in contributing to this worth-while endeavor.

"While emergency operation is infrequent in this corps area, there have been several occasions which demonstrated the value of past training. Last Winter, sleet storms in Illinois and Michigan interrupted normal communication channels, and Army amateurs remained the only means of communication, carrying the traffic load for such periods as were necessary.

"The conditions under which Army amateurs operate, compared with those of a Regular Army net, will demonstrate some of our training difficulties.

"An Army net (brigade, for instance) operates on a cleared frequency. Stations in the net are brigade and its regiments. Aside from possible enemy 'jamming', no interference from other radio stations is anticipated. Where an HQ is required to operate in two nets (brigade and regiment), there are two sets of equipment and operators.

"The Army amateur net, on the other hand, usually operates on its assigned frequency, but this frequency is within an amateur band, and any one or more of some forty thousand other amateurs are free to operate on that same frequency. Usually, two to four such outsiders can be heard, slowing down net drill. Further, instead of being only short distances apart, net stations may be separated by as much as 250 miles. Due to vagaries attendant upon high frequency signals, it is frequently observed that net control stations may be lost, or blanketed by east-coast stations.

"Our Army amateurs ordinarily operate alone, having no relief operators for the period of drill, and so have to handle all records as well as transmission and reception. Finally, a station operating in two nets (State and district, for example), must operate on two separate frequencies. As only one transmitter at a station is the general rule, this necessitates shifting frequency to meet schedules, and thus a continuous chain of communication is delayed. For our work, the time loss is not enough to warrant two-transmitter stations.

"Army operators are trained in tactical net operation and use of procedure signals before they enter an actual radio net, while Army amateur operators receive all their training via radio communication. The latter, of course, involves the difficulties of lost signals, interference, and resultant corrections, rendering the process necessarily slow.

"Considering the methods of instruction, it is obvious that a good portion of our success is dependent upon the qualifications of the NCS. Too frequently, an inexperienced man must be made NCS (local net control station) for reasons of expediency rather than because of his ability. Then, too, we must not overlook the fact that the frequent turn-over in NCS's, with resultant shortage of time for proper organization and instruction accounts, in great measure, for failure to realize maximum proficiency in tactical net operation.

"What can be done to counteract this turn-over? At frequent intervals, there are general special activities such as ZAG contests, unknown station finding, unknown keyword cipher messages, goniometric problems, etc., planned and executed by the Chief Signal Officer. It is increasingly evident that this is not enough. It is too general. There must be more corps area activity, which has a more personal appeal.

"An attempt has been made during the past year or so, in response to growing demand, to have planned and organized,activity which is confined to the limits of our corps area. As an experiment, special assignments were made, by radio, for selected members to monitor other nets, supply requested information, originate specific traffic, assume NCS position, etc. This preliminary work showed that the master traffic schedule for the corps area was not suited to the new plans, and that nets were not coordinating as they should.

"Accordingly, the opening of the 1935-36 season found a suitable master schedule in effect, and plans ahead for activity. The schedule was such that normal drill could be called off, substituting for it a general problem. Such problems are simulated hurricanes, in which special nets must be set up by the (corps area net control station), requiring all stations to stand by to determine their assignments. Necessary emergency traffic is then handled, being concerned with relief measures, new items, etc. Possible variations are cyclones, floods, wars, sleet storms, and riots.

"Another general activity measure is in finding a station whose frequency is unknown, and following further orders contained in a general broadcast from such unknown station. This type of activity can include cipher messages in unknown key words, or division of the broadcast among several stations. A considerable number of variations is available so that there need be no fear of monotony.

"These planned activities, plus a general program emphasizing procedure rather than a high total of messages handled, have resulted so far in a marked improvement in technique. Without such planned and coordinated activity, the members do not realize that they are part of an extensive system of which they may be important links; without it they feel isolated, and distinct entities complete in themselves. It is most important that they have the broader conception, for then they work with more interest and concentration, resulting in quicker assimilation of the instruction offered. This benefit continues, for an interested member remains with the A.A.R.S. as long as he can, and if forced to leave, there is a trained man to replace him. Strict adherence to procedure and schedules must be maintained from corps area net down, if success is desired.

"This tendency toward directed activity within a corps area is not confined to the sixth, but is widely accepted. Not only the members, but the administrative staff as well, are gaining a working knowledge of the possibilities inherent in the A.A.R.S., and training is being called for and given, so that the system can operate at its best.

"Other suggested aids, outside of the purely operating work, are concerned with the maintenance of morale within the system. Ratings as sergeant, corporal, private first class, private, or specialist, first class (second, third,etc.), are employed in some corps areas, and consideration should be given to this. It is also possible that full courses of study might be offered by correspondence, leading to Reserve commissions. Membership in the Enlisted Reserve is another consideration. The feeling of A.A.R.S. members of this corps area is that they want to be associated with the Army, and anything done to enhance this feeling will help increase interest.

"This corps area needs a standardized routine of handling recruits. The application form, reading 'I do not want to take a physical examination', is undesirable. Consider the following procedure:

"A recruit, no matter what the course of his application, is assigned to a net and his DNCS (district net control station) notified. If recruited in the district net, no action is required of headquarters. The activity of the recruit is reported weekly by the DNCS, and only after an uninterrupted two months' constant drill attendance is he eligible for membership. The DNCS forwards the recruit's name and address to the SNCS at the close of the recruit's first drill. The SNCS, at the end of the probationary period, fills out an application blank to be sent to the recruit, who completes his portion of the application and forwards it to the DNCS. The DNCS adds his recommendation for membership, and appropriate remarks, forwarding the application to the liaison officer who immediately issues a membership certificate and any necessary supplies."

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EXAMINER URGES DENIAL OF EUGENE MEYER APPLICATION

The application of Eugene Meyer, wealthy publisher of the Washington Post and Republican leader, to build a radio station in Washington encountered its first obstacle this week when Examiner Ralph L. Walker recommended that it be denied.

In the name of the Mid-Atlantic Corporation, Mr. Meyer applied for a construction permit to use 1570 kc. with 1,000 watts and unlimited time.

Similar applications were filed by the Journal Company, of Milwaukee, and the Trenton Times, Trenton, N. J. Examiner Walker recommended that the frequency be allocated to the Trenton applicant, which asked only 250 watts power.

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PAYNE-BOYLAN TAX MAY BE DELAYED BY PRESIDENT'S PLEDGE

The assertion of President Roosevelt in transmitting the relief budget that there would be no new taxes proposed so long as Congress does not increase the national expenses has given broadcasters reason to hope that the Payne-Boylan tax at least will be delayed until next session.

Chairman Doughton, of the House Ways and Means Committee, where all tax legislation originates, stated that he had not examined the tax bill, which would raise more than $6,000,000 from broadcasters, but he intimated that disposition will depend upon word from the White House.

Broadcasters and their attorneys in Washington, while refraining from public statements, privately denounce the tax scale as "exorbitant". Even members of Congress who favor license fees for broadcasting believe that the matter should be studied thoroughly before legislation is adopted.

Although the matter may go over until next session, however, it is believed that Commissioner Payne has opened the way for an inquiry that will lead ultimately to a license fee system or some form of taxation on broadcasting stations.

It is certain that when Congress begins looking around for new sources of revenue to balance the budget that it will examine the broadcasting field.

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RECORD SUMMER RADIO AUDIENCE FORECAST IN CBS SURVEY

Bringing up to date statistics prepared by Dr. Daniel Starch, the Columbia Broadcasting System this week issued a booklet forecasting that the approaching Summer will produce the largest regular radio audience this country has known.

Highlights of the report are that:

There will be 2,000,000 more radio families in the United States this Summer than last.

Radio receivers will total 34,000,000.

Radio-equipped homes will number 25,000,000.

Each Summer day will produce 77,000,000 family hours of listening.

There will be 4,000,000 "extra" radio receivers in the 25,000,000 homes.

Five million automobiles will be equipped with radio sets.

Asking the question of "how often and how much" will the 34,000,000 radio receivers in the country be in use in the Summer of 1937, CBS says:

"To Dr. Daniel Starch these are recurrent questions about the radio audience; question to which he and a nation-wide staff have devoted at least four months each year for the last three years.

"The recent compilation of personal interview No. 182,404 with the American public on its radio habits (by far the largest study of this type ever undertaken) gives Dr. Startch and his staff a three-year record of the listening habits of the American people, and the listening habits for three Summer seasons.

"Specifically, Dr. Starch found that on the average week-day in July, 1936, 70% of all home radios were in use sometime daily.

"16,100,000 families listen daily an average of 4 hours and 24 minutes, or 70,840,000 family-hours of home-listening each Summer day in '36. This does not include families listening in automobiles.

"This Summer the astronomical but actual sum of 77,000,000 family-hours of home-listening each day looms as a new 1937 summer radio record."

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MIAMI BEACH GETS NEW STATION; OTHERS RECOMMENDED

The Federal Communications Commission this week granted a construction permit to A. Frank Katzentine to erect and operate a new broadcasting station in Miami Beach, Fla., on 1500 kc. with 100 watts power, unlimited time.

Examiners' reports recommended other new stations for Portland, Me., Barnstable, Mass., Cheyenne, Wyo., and Johnson City, Tenn.

Favorable reports also were submitted on application of WMEX, Boston, to transfer from 1500 to 1470 kc., and to increase its power to 5,000 watts; and KARK, Little Rock, Ark., to increase its power to 1,000 watts.

Among the applicants whose requests were disapproved by Examiners was Richard M. Casto, of Johnson City, Tenn., whose counsel, George H. Smith, of Washington, was rebuked by the FCC for allegedly inserting documents in the file in violation of Commission regulations. The Examiner, George H. Hill, described the incident in detail although he made no mention of the FCC's subsequent action and the pending inquiry being conducted by a Special Committee headed by Commissioner George Henry Payne.

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NBC EXPANDS FACILITIES IN SIX KEY CITIES

An extensive building program involving expansion and improvement of six National Broadcasting Company plants in key cities of the Red and Blue Networks, was announced this week by Lenox R. Lohr, President of NBC.

The project includes immediate construction of new studios at Philadelphia and Schenectady, the completion of a building already under way in Washington, and the subsequent provision of new facilities at Hollywood, San Francisco and Cleveland.

Radio's rapid development, the increase in NBC business and the growth of the company's public service activities make such expansion immediately necessary, Mr. Lohr stated, in order that available facilities keep pace with current needs.

Changes and new developments in the six cities will be made with a view to placing all NBC broadcasting plants on the same technical basis as the Radio City and Chicago studios. Plans also include complete air-conditioning, sound-proofing and acoustical treatment, and lighting devices designed to reduce heat radiation to a minimum. They also provide space for future development of television activities.

Ground will be broken at Philadelphia within a week for the construction of a six-story building at 1619 Walnut Street which will house NBC studios and offices and Station KYW, the Westinghouse Electric and Manufacturing Company's outlet of the NBC-Red Network. The studios equipped will cost about $600,000 and will be ready for occupancy November 1st.

NBC's new Washington studios, now nearly completed, will be in operation July 1st, and will double the capacity of the present Washington studios. The NBC quarters will occupy the greater portion of the newly constructed building of the Trans-Lux Washington Corporation.

Because of the great number of talks on national affairs originating in Washington, the new studios will include two of the speaker type. Three others will be used for entertainment broadcasts. The NBC quarters, housing stations WRC and WMAL, will have an almost continuous frontage of windows on three sides. The cost of the plant, including the new transmitter contemplated in Prince George's County, Maryland, for Station WRC, will be about $350,000.

Negotiations have been completed, Mr. Lohr said, for construction of a new NBC building at Schenectady to house Station WGY of the General Electric Company. Work will begin shortly on the studios, which will occupy a space of 20,000 square feet, and it is expected that the plant will be ready for use September 1st. Cost of building and equipment is estimated at $300,000.

Plans for improved facilities at Hollywood, Cleveland and San Francisco are still in a formative stage. It is planned, however, to double the capacity of the present Hollywood studios and to expand those at San Francisco and Cleveland.

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CORONATION PROCESSION TO BE TELEVISED BY BBC

The still new television broadcasting facilities of the British Broadcasting Corporation will be put to a severe test on May 12th during the coronation of George VI and Queen Elizabeth. The famed coronation procession is to be televised.

Anticipating the significance of the achievement, World-Radio comments:

"Outside broadcasts by television begin with a literal flourish of trumpets, for the inaugural event will be the televising of the Coronation procession from a specially chosen site at Apsley Gate, Hyde Park Corner. As Coronation processions occur once or twice in a lifetime, no television enthusiast could have hoped for a more auspicious start. Indeed, the difficulty may be to avoid anti-climax in the weeks that follow.

"Although only one camera position is permitted, a splendid view of the procession should be obtained as it approaches down the East Carriage-road, passing within a few feet of the camera, crossing Hyde Park Corner on its way to Constitution Hill, and there should be wide scope for panoramic effects. Telephoto lenses, which have given excellent results in Alexandra Park, should also yield good close-ups, though much will depend on the weather conditions.

"Owners of television sets as well as visitors to the hundreds of viewingrooms all over London will undoubtedly see the procession under more comfortable conditions than many people who have paid for sets on the route; and they will also have the benefit of a running commentary.

"Among the features of Coronation Week in television will be a specially adapted version of 'Hamlet' and a Coronation edition of 'Picture Page' - to be televised on Tuesday instead of the usual Wednesday - in which interesting people associated with the preparations for the national festivities will be interviewed in the studio. Replicas of the Crown Jewels will also be shown.

"Another outstanding item will be a 'tour' of the London Television Station. The cameras will be taken through the transmitter halls, into the make-up and dressing rooms, and through the main corridor to the studio itself, where a typical production will be seen 'on the set.' Viewers will see how the cameras and microphones are handled and will have glimpses of the control-room and of the producer and his assistants at the control desk overlooking the studio."

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PUBLISHER-BROADCASTERS HOLD INFORMAL MEETING

An informal meeting of newspaper publishers who own radio stations was held Tuesday afternoon at the Hotel Waldorf-Astoria, N. Y. About 75 attended.

"While lethargic in note, the sense of the meeting, according to Variety, seemed to be:

"(a) Newspaper-owned stations should not ask either the A.N.P.A. nor the N.A.B. to consider the peculiar position of the press-controlled broadcasters as they would be a minority without the sympathy of their contemporaries in both cases.

"(b) Newspaper stations should not set up a Washington lobby, but should work through their regular counsel and keep in touch with one another.

"Ex-Senator Dill was a speaker, as were Louis G. Caldwell and Gardner Cowles. Latter stressed the idea of not lobbying or otherwise inciting artillery fire. Dill mentioned the six months' license as a perennial source of weakness in radio.

"Discussion from the floor was without benefit of introduction or any record. A suggestion that combination rates be dropped and that a broad-minded attitude be taken on listing competitor radio logs did not arouse much enthusiasm.

"Shotgun divorce of press-radio has pubs' worried somewhat, but there is no united sentiment apparently on what measures to take to combat the move. Several speakers pessimistically referred to the different political color of themselves and the administration in Washington."

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RADIO BOON TO RURAL AREA, SAYS LOHR

"Radio has become one of the most powerful means of communication in breaking down the physical and cultural isolation to which rural people in remote areas were subjected only a comparatively few years ago", said Lenox R. Lohr, President of the National Broadcasting Company, in an address on the General Electric Farm Forum from WGY in Schenectady, on April 16.

"During the economic emergencies of the past few years, agriculture has had a period of readjustment. Information on conservation, drought, crop control and insect pest control has been broadcast daily to keep the farmer informed on all of the late developments in connection with his government. Today, instead of waiting for a local county or state leader to explain what is going on in these fields, the farmer is able to get his information direct from some of the chief policy-making officers by radio.

"It is my opinion that no class of people has received the benefits from radio as much as has the farmer", said Mr. Lohr. "The radio has brought him entertainment, music, news of general interest and also market and business news, which has been of direct financial value. The lives of rural people have been broadened because radio has brought into the farm home these national and world-wide affairs and events", said Mr. Lohr.

"Weather, the governing element in raising crops, is relayed to the farmer several times daily by radio. It has been said that the radio is the farmer's substitute for the ticker, the telegraph, the printing press and the luncheon club. I believe that there is a lot of truth in that statement, because radio has done a great deal to place the farmer on a par with his city brother. The most isolated farmer, who never had been able to leave his county or state, can now attend by radio the finest opera presentations in New York, the inauguration in Washington, the coronation in London and the most stimulating musical programs from all parts of the globe. This has brought the farmer and his family into a direct relationship with the city and impressed on him the city way of thinking", said Mr. Lohr.

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GIULIO MARCONI JOINS NBC TO STUDY

Giulio Marconi, only son of Marchese Guglielmo Marconi, will join the National Broadcasting Company next Monday to complete an already extensive apprenticeship in the science with which his family name is so intimately associated.

The long strides made by radio in the United States so deeply impressed the father of wireless communication that, on his suggestion, his son - an alert, handsome young man of 26 - has come to this country for several years of study and training in the most advanced radio techniques of the National Broadcasting Company and the Radio Corporation of America. Young Marconi, who arrived in New York from Naples last Sunday, has already had three years of similar study in England and in his native Italy.

It was while Mr. Marconi was pursuing his radio studies with the Italian Marconi Company in Rome that the plan to come to America was formulated. The friendship between his father and David Sarnoff, President of RCA, made it possible, Mr. Marconi explained.

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TRADE NOTES

W. Wright Gedge, of Detroit, a Direction of the National Association of Broadcasters and associated with WMBC, Detroit, died this week. He had been elected a NAB Director for a three year term in 1935.

Glenn I. Tucker, formerly with the Radio Corporation of America, is Vice-President of a new advertising agency in New York, Thornley and Jones, Inc., formed by the association of George H. Thornley and John Price Jones.

Ground-breaking ceremonies for the construction of the new CBS studios and offices in Hollywood will be held Tuesday, April 27, in a special broadcast over the entire WABC-Columbia network, from 4:45 to 5:15 P.M., EDST.

The new CBS radio center in Hollywood will include auditoriums, studios and offices of Columbia's newly acquired 50,000-watt radio station KNX, as well as other facilities for servicing the network. The structure will front on Sunset Boulevard, occupying the block between Gower and El Centro Streets, and the entire project will cost approximately $1,000,000.

NBC's station total, already at an all-time high, will rise to 125 on May 1 when WSAN, the only station in Allentown, Pa., becomes an optional outlet available on either the Basic Blue or Basic Red NBC networks. WSAN operates on 1440 kilocycles with power of 500 watts. The network rate will be $120 per evening hour.

William S. Paley, President of the Columbia Broadcasting System, has commissioned Alexander Calder, internationally known sculptor, to design the Annual Amateur Radio Award, which will be presented to the individual who through amateur radio has contributed most usefully to the American people either in research, technical development or operating achievement.

George Henry Payne, Federal Communications Commissioner; Governor Elmer A. Benson, of Minnesota, and John P. Devaney, president-elect of the National Lawyers' Guild were to speak over WOR tonight (Friday) while at a dinner of the Guild being tendered to Mr. Devaney, who was former Chief Justice of the Minnesota Court of Appeals. The National Lawyers' Guild has been an active force in endorsing President Roosevelt's Supreme Court proposal and the guest speakers at the dinner were to express their approval of the Guild's stand.

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No. 1023

April 27, 1937.

RADIO FADE-OUTS NOT DUE TO INCREASE IN SUN'S HEAT

An intensive study of radio fade-outs and their relation to solar eruptions has convinced Dr. R. S. Richardson, of the Mount Wilson Observatory, that the communication disturbance is not due to any sudden increases in temperature from the sun, according to a statement released by the Carnegie Institution of Washington.

The scientist suggests that the radio fade-outs may be caused by the condition of the ionosphere, in addition to radiant energy from the sun.

After reviewing the experiments of Dr. J. H. Dellinger, Director of Radio of the U. S. Bureau of Standards, in this field and his own observations made at the Mount Wilson Observatory, Dr. Richardson said:

"The radiation producing the fade-outs seems undoubtedly to come from the outbursts that show so conspicuously on hydrogen and calcium spectroheliograms. A natural assumption would be that a small area on the sun, at exceptionally high temperature, emits a great amount of black-body radiation of high frequency; but direct observational evidence shows that this assumption is untenable.

"In the course of the routine solar observing we have by chance photographed many bright eruptions. If these eruptions were associated with black-body radiation of high temperature, they should also have shown conspicuously on the monochromatic images taken at the same time. An inspection of many plates recording violent hydrogen and calcium eruptions fails to show any trace of a corresponding image on the photographs made with the continuous spectrum.

"These observations indicate that fade-outs are not caused by any increase in radiation of the kind associated with a great increase in temperature.

"The question naturally arises why certain eruptions produce radio fade-outs while others do not. It is suggested that possibly the condition of the ionosphere, in addition to radiant energy from the sun, may be a factor in determining whether or not a fade-out of high frequency radio transmission occurs."

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NEWS THEFTS? FOREIGN PROPAGANDA BY RADIO ARE FEARED

Viewing with alarm the increasing broadcasting of news both by American long-wave stations and foreign short-wave outlets which may be heard in this country, the Radio Committee of the American Newspaper Publishers' Association proposes that the matter be on the agenda of the North American radio parley at Havana in November.

An appeal was made by E. H. Harris, Chairman of the Committee, to the publishers last week at their New York convention, to guard against the theft of news at home and the inroad of foreign propaganda via short-waves.

The Committee observed that radio is "gradually changing both the metchanical operation of a newspaper and the relation of the newspapers and the press associations to the general public."

Regarding the "foreign news propaganda", the Committee had the following to say:

"Many foreign countries, recognizing the possibilities offered by short wave, have built powerful broadcasting stations with directional antennas pointed toward North and South America so that they may be able to pour their political propaganda programs into the Americas. These stations are now so powerful and so well equipped that it is possible to receive these short wave broadcasts in the Americas in the English and Spanish languages with almost the same clarity as the broadcasts of many stations of our own in the regular broadcast band. Some European countries have blotted out foreign propaganda by setting up an interference on the same wave length on their own borders. Another method used by some European countries is to make it a penal offense for any citizen to own a set capable of receiving a foreign broadcast. Neither of these methods would be practicable and possible in the United States.

"The Committee believes that if a time could be set aside for the broadcasting of regular Press-Radio Bureau reports generally in the United States this practice would offset to some extent the possible influence of foreign propaganda. By this method we would meet propaganda with accurate press association news and the world would then be in a position to judge between the merits of the two services. It must be remembered that our press associations are the only news-gathering agencies in the world which are not subject to control, either direct or indirect, or recipients of support, financial or otherwise from government.

"Unless some action is taken by the press of the United States to offset this governmentally engineered propaganda in the form of foreign news broadcasts, it eventually will become a serious problem not only for the press but also for our own Government.

Publishers were urged to protect their news against unauthorized broadcasts, but at the same time they were warned that they "have no monopoly on the business of gathering news".

"From time to time your Radio Committee has advocated that publishers and press associations take precautions to protect their property rights in the news which they have gathered", the Committee stated. "The Supreme Court on various occasions has handed down decisions which leave no doubt that newspapers and press associations have a property right in the news which they have gathered.

"We should not tolerate a situation in which there is a general pilfering of our news. The proprietary rights in our own news are our stock-in-trade. We again appeal to publishers to give serious thought to this subject, because the entrance of radio into the field of general communications has opened a medium which encourages the pilfering of news.

"While a very large part of our news to and from foreign countries, and some of it from point to point in this country, is handled by means of short wave radio, experiments are being carried on now to develop sending and receiving machines which eventually may provide secrecy in the transmission of our own news.

"On the point of the broadcasting of news on the regular broadcast band, publishers and press associations have followed up these violations through court action until broadcasters are now more generally recognizing property rights.

"Publishers should investigate their news departments to see if their news is being used for sale to advertisers for broadcast purposes in unfair competition with newspapers.

"Again we want to state that newspapers and press associations have no monopoly on the business of gathering news. They have no control over any news which they have not gathered.

"Neither Mexico nor Canada has laws protecting property rights in the news which the newspapers and the press associations have gathered, and most of the foreign nations have made no provision to protect the property rights in news. The publishers associations in Great Britain have started a movement to have laws passed by the various governments which will grant to newspapers and press associations the same property rights that now exist in the United States.

"Our press relations with Mexico need some attention because our press associations lose their property rights when they cross the border. Under the present arrangement, Mexican radio stations are taking the news out of Mexican newspapers and broadcasting it back to the United States to the detriment of our newspapers. This should be remedied. This question could probably be considered at the forthcoming regional radio conference which will convene in Havana next November, and where both the United States and Mexico are expected to be represented."

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ZENITH TELEVISION APPLICATION SET FOR HEARING

The application of the Zenith Radio Corporation, Chicago, for a permit to erect and operate a television broadcasting station has been set for hearing by the Federal Communications Commission. The time has not been fized.

Zenith proposes to use 42000-56000 and 60000-86000 kc. with 1,000 watts visual power and 1,000 watts aural power, unlimited time.

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AUTOMOTIVE AND DRUG INDUSTRIES LEAD NET STRIDE

The automotive and drug industries, increasing their expenditures $431,419 and $588,102 respectively, accounted for almost half of the rise in NBC's gross network revenue for the first quarter of 1937 over 1936.

Automotive expenditures rose from $627,739 in 1936, to $1,059,158 or 68.7 percent, while drug expenditures increased from $2,841,116 to $3,429,218, or 20.7 percent.

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U. S. RADIO EXPORTS SHOOT UP IN FEBRUARY

Exports of radio equipment by United States manufacturers in February amounted to $2,376,000 as compared with $1,829,000 in the corresponding month last year, according to the Division of Foreign Trade Statistics, Department of Commerce.

The comparative figures for January and February are: 1937 - $4,960,000; 1936 - $3,868,000.

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EDITOR & PUBLISHER RAPS PAYNE BROADCASTING TAX

Joining the more anonymous howls of broadcasters, the American publishers, who are rapidly becoming broadcasters as well, have joined in the protest against the proposed scale of taxes on broadcasting stations as suggested by Commissioner George Henry Payne.

Editor & Publisher in its current issue attacked the tax as embodied in a bill introduced by Representative Boylan (D.), of New York, as "confiscatory in nature" and "hostile in intent to the present ownership of radio".

Frank A. Arnold, former radio executive, in his column "Radio and the Newspapers" in the same issue, criticized the tax scale as excessive.

Both, however, admitted that the broadcasting industry might well be taxed, but in a different fashion.

Said the editorial: "The politicians are moving in on the broadcasting industry from all sides, and this tax proposal has all the earmarks of an effort to limit the power and the range of commercial stations. The bill would exempt stations which do not broadcast commercially, and also stations operated by the U. S. government, any state or territory, or the District of Columbia. One doesn't tax the instrumentalities of government!

"With a reasonable range and an equitable basis of special taxation on broadcasting no one will quarrel. For the privileges it enjoys on facilities that belong to the public, the industry should be willing to pay, and pay well - but a privilege tax of $150,000 on a 50,000-watt station is unconscionable. It is not comparable with the special taxes levied under the Narcotics Act or the Firearms Act, cited by Mr. Payne as largely regulatory in purpose and approved by the courts.

"It is confiscatory in nature, hostile in intent to the present ownership of radio and designed to accomplish by pressure the conversion of radio to a pure public utility. Desirable as that may be to politicians who like the one-way radio channel as distinguished from other, and uncontrollable, methods of communication, it is a long way from representing a wide public sentiment."

Mr. Arnold's conclusion, after a discussion of the tax, was:

"Broadcasting is a one-sided business. All its product is given away without compensation from the audience and its only source of income is the sale of a portion of its

time for commercial programs. A relatively few large stations have made money during the last five years. The networks have been prosperous as shown by their advertised figures. But how about the hundreds of individual stations that are barely making a living?

"If the industry must be taxed, let the burden be placed where it belongs - on the stations and networks that are making the 'enormous profits', and figured on either gross income or net profits. By this method, even though it involves some clerical labor, a result can be arrived at fair alike to the little fellow who makes perhaps $5,000 a year net and the big operator whose figures run into the millions."

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THAD BROWN LAUDS COMMUNICATIONS ACT AT PHONE MEETING

After reviewing the history of Federal regulation of communications, Thad H. Brown, Vice Chairman of the Telephone Division of the Federal Communications Commission, praised the Communications Act of 1934 in an address last week at the Annual State Convention of the Ohio Independent Telephone Association in Columbus, Ohio.

Commissioner Brown referred to the pending investigation of the American Telephone & Telegraph Company without commenting on the Commission's findings. He praised highly the contributions of the Independent telephone companies to the industry.

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FCC AFFIRMS DENIAL OF MACKAY OSLO APPLICATION

Concluding consideration of a case that has occupied more than a year's time, the Federal Communications Commission last week, sitting en banc, affirmed the decision of the Telegraph Division on June 3, 1936, in denying the applications of the Mackay Radio & Telegraph Company, Inc., to add Oslo, Norway, as a point of communication.

The application was contested chiefly by R.C.A. Communications, Inc., on the ground that adequate service was being provided by RCA.

The Oslo application was but the opening gun of a Mackay campaign to challenge RCA's domination of the world radio communication traffic.

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TRADE NOTES

The application of WRVA, Richmond, Va., to move its transmitter site 15 miles southeast of Richmond and install new equipment and a directional antenna system and increase power from 5 KW to 50 KW has been set for hearing by the Federal Communications Commission.

Station WTAM, Cleveland outlet of the NBC-Red Network, is expected to occupy new quarters in the first four floors of the Guarantee Title & Trust Building, 9th and Superior Sts., Cleveland, shortly before January 1st, according to virtually completed plans announced this week.

Seven studios, the largest of which will seat 400 persons, are planned at the new site. Provisions for television facilities will be made both in the studios and on the roof. The entire project will cost between $250,000 and $300,000.

An adverse report was filed with the Federal Communications Commission this week by Examiner on the application of the Rapids Broadcasting Co., Cedar Rapids, Ia., for a construction permit to operate a new broadcasting station on 1310 kc. with 100 watts power, unlimited time.

The Columbia Medal for Distinguished Service to Radio will be presented on May 2nd by William S. Paley, President of the Columbia Broadcasting System, to Barry Bingham, co-publisher of The Louisville Courier-Journal, which operates Station WHAS, Louisville, Ky. The award, which will be made during a broadcast, is in recognition of the station's efforts in combating the floods in the Mississippi and Ohio River Valleys last January.

Rear Admiral Walter S. Crosley, retired, a cousin of Powel Crosley, Jr., radio manufacturer, has been selected as a resident director of the International Hydrographic Bureau at Monaco. In this position, Admiral Crosley succeeds Rear Admiral Andrew T. Long, retired.

NBC audience mail in March set a new high of 1,140,580, up 12 percent over the previous high, 1,015,372, set in March, 1936, and up 245 percent over February, 1937, when 330,427 pieces were received. Total mail for the first quarter was 2,206,675, or one percent more than in the first quarter of 1936, when 2,186,043 responses were received.

Robert W. Cottingham has been transferred from NBC's news division in New York City to NBC in Washington, where he will be Assistant News Editor. He has been doing general assignments.

E. P. H. James, Promotion Manager at NBC, will speak on "Television" at the annual meeting of the Mendelssohn Glee Club Monday, May 2rd, at the Manhattan Club in New York. Dr. O. H. Caldwell, former Federal Radio Commissioner, and editor of "Radio Today", will discuss "Radio Tomorrow."

Belmont Radio Corporation, Chicago, has registered the following with the Securities and Exchange Commission: 315,000 shares of no-par value common stock, of which 300,000 shares are outstanding and 15,000 shares are unissued and reserved for exercise of an option granted to the underwriter Stemmler & Co., of New York.

Lewis Allen Weiss, General Manager of the Don Lee Broadcasting System, WOR-Mutual's West Coast affiliate, announced this week the appointment of Charles E. Sayler to the post of Director of Public Relations, effective immediately. Mr. Sayler comes to the Don Lee organization after more than a decade of service with the firm of J. F. Helmold and Brother of Chicago, large scale manufacturers and distributors.

Two additional University Fellowships for advanced study in radio broadcasting at the National Broadcasting Company have been granted by the Rockefeller Foundation - one to Harley A. Smith of Louisiana State University, and the other to George E. Jennings of Station WILL of the University of Illinois. Two similar fellowships were granted last year.

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PAYNE SEES "ROUGH ROAD" FOR BROADCASTERS

"Unless broadcasting companies begin to pay attention to public criticism, they face a rough road ahead", declared George Henry Payne, Federal Communications Commissioner, in a talk at Garden City, L. I., last Saturday, before the annual conference of District 2 of the American College Publicity Association at Adelphi College.

"In every other country of the world they do not permit advertising and they send cultural education over the air", said Commissioner Payne. "In this country we allow the broadest liberty. Some broadcasts are pumping into private homes material about nostrums, foods that have not been demonstrated as beneficial and certain medicines that the people should never be urged to buy."

Mr. Payne said that there were forty millions of dollars invested in the broadcasting business and that the gross revenue last year was $107,000,000. He said that the profit this year probably would be 350 percent. He expressed the belief that there was a great opportunity for college men and women to go into the broadcasting business.

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INCREASED SALES CALL FOR ENLARGED ARGENTINA PHILCO PLANT

In Argentina, South America, the land of the pampas, vaqueros, caballeros, and a great nation of devotees of the opera and music, there flourishes a lusty young industry, Philco Argentina, SA, with offices and factories in Buenos Aires, employing hundreds of members of the Philco Family, according to the Philco World.

Philco Argentina, SA, is an Argentina corporation having full benefits of all research and development at the great Philco Radio and Television laboratories in Philadelphia.

Philco Argentina engineers visit Philadelphia from time to time to keep abreast of the latest and best practices, and this year an executive will attend the United States sales convention.

In a recent issue of Revista Telegrafica, a radio magazine published in Buenos Aires, there appeared a well-written article on Philco Argentina, SA, profusely illustrated with pictures. The article was written by Sr. Gmo. Dougall, General Manager of the plant, and Sr. Atilio Alzona, chief factory engineer.

The article was translated by Victor S. Gittens, of the Philadelphia Philco Reclamation Department, and personal friend of Sr. Dougall and Sr. Alzona. The following is an excerpt from the article:

"When Philco Argentina, SA, was established, headquarters were located in Shacabuco Street, but soon afterwards, in view of the huge increase in sales and the absolute necessity of enlarging its assembly shops and to start the manufacture of cabinets, moved its offices to 541 Caseros Street, and its assembly plant to 1445-47 Engineer Huergo Avenue, keeping them separated from the furniture plant.

"Having made this change, it also adopted the new name of Philco Argentina, SA, the company being formed with Argentina capital and incorporated during the administration of President Uriburu in May, 1931.

"This company has followed an inviolable policy from the start to market radio receivers of the highest quality. Following the policy of the mother company in the United States, it did not surrender to the temptation of meeting the competition of cheap and poorly made receivers that so many 'faker' concerns have placed on our market during the last few years.

"Philco Argentina, SA, claims that the quality of both the local and foreign broadcasting is far better than the reproduction provided by other sets manufactured in Argentina, and that the public ought to be offered quality receivers in order to enjoy, at its true fidelity, the musical quality of the broadcasts."

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EDITOR FEARS SURFEIT OF ADS WHEN TELEVISION COMES

Quoting from an article by Gilbert Seldes in the Atlantic Monthly, the New York Times on April 26th, in an editorial discusses the danger of a surfeit of advertising when television reaches the public demonstration stage. The editorial says, in part:

"If the advertiser is to pay the bill of television - a bill many times larger than that now presented by the sound-broadcasting studios - he will do well to study the responses of motion-picture audiences. Only the cheapest houses ever dared to throw on the screen the local hardware store's announcement of its vast stock of tools and cutlery. Thirty years of futile effort have narrowed this field to exhibitions of fashions and of ingenious gadgets with commercial possibilities - this because both are news. Propaganda and publicity we will tolerate on the screen, but not advertising. We will listen to a brief lecture on vitamins in general, but not on the vitamins that impart miraculous properties to a particular brand of cough-drops. Will the advertising sponsors of television programs boldly hold up their fountain pens, pajamas and lawn mowers to our gaze and 'sell' them to us as repetitively and insistently as they now do with talk alone? If so, Mr. Seldes predicts rebellion and therefore failure.

"Thousands read the newspaper while broadcast jazz rattles the windows. No such indifference is possible with television. Either we look and listen or we don't. Advertisers had complete command of attention on the motion-picture screen only to find that they were tiresome. They will have something like it again with television, but with the knowledge that there is refuge in walking away or blotting out the image and the sound by the turn of a switch. Restraint will be demanded. Mr. Seldes doubts if the advertiser will be able to impose it upon himself.

"For the costs are bound to be high when this new art is born. The elaborate productions of the movies have spoiled us. To present nightly a new sketch, even though it be only ten minutes long, means an army of directors and actors, warehouses stuffed with properties and costumes, and vast studios where stage settings are prepared. Where are they to be found in sufficient numbers for the scores of regional transmitting stations that will be demanded? The public will not look at the same televised sketch twice in succession. Multiply 365 by a hundred advertisers and the enormity of the artistic problem, not to mention the cost, becomes apparent. There is not money enough to bore us to the extent that advertising on this scale demands. Perhaps our salvation lies here. Or perhaps an entirely new and more palatable method of selling goods by television will be developed."

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CRITICAL EXAMS SURVEY OF ADS WITH TELEVISION COMES

Quoting from an article by Gilbert Seldes in the Saturday Review, The Five Years Ahead on April 20th, in an editorial discussing the danger of a society of spectators, the television industry faces the public consciousness alone. The editorial says, in part:

"If the advertiser is to pay the bill of television - and will want larger fees than are presently by the sound broadcasting studios - he will do well to study the technique of movie-picture audiences. Only six cents separate movies for the price on the screen the least patronize alone's among the of the vast atoms of radio and military. Thirty years of movie affairs have narrowed this field to realizations of tastes and of unending budgets with commercial analysis. Yet - this because both are new. Presently the reality will tolerate on the screen, but not advertising. We will listen to a brief lecture on vitamins in general, but not to the vitamins that insert miraculous properties to a particular brand of cough-drops. Will the advertising concepts of television produce holly bells in their fountain pots, relieve and less energy in our pals and 'pals' them to or be "realistic" and instantly as time goes on with talk about "if an Ladies problems problems and deserters dollars.

"Thousands read for pressures while browser has utilize the stories. So such indifference is especially with activities. Either we look and listen - or not. Advertisers not complete answers of atlantics on the motion-picture screen only to find that they were tiresome. They will have immediate life in radio with television, but with the knowledge that only course in mentions and or stopping our the "Ma" and the opens by the turn of a screen. Patients will be demanded. Public demands of the advertiser will be able to impose it upon himself.

"For the costs are bound to be high when this new art is born. The elaborate productions of the movies have spoiled us. To present reality a new station, even though it be only a minutes long, means an army of directors and actors, more-over studios with properties and costumes, and what expensive stage settings are present. There are they to be found in sufficient numbers for the scores of regional broadcasting stations that will be demanded? The public will not look at the time tolerated stage talks they is possible. Nothing can by learned advertisers and the enormity of the artistic problem. It is obvious the best, however expensive. There is not money enough to bore us to the extent that advertising is its real reward. Perhaps our children like it. Or perhaps in reality we are not sure satisfactory actions of setting work in television will be developed."

RADIO PRACTITIONERS MOVE TO LARGER QUARTERS

Littlepage and Littlepage, attorneys and counsellors in Washington, have removed from the Union Trust Building where they have been for many years, to a larger and more modern suite in the Bowen Building, 815 - 15th Street, N. W., between H and I Streets, about a half a block north of their old offices.

Thomas P. Littlepage, Sr., was a pioneer in radio practice having represented Ralph Atlass, of Chicago, then of WBBM, in the Zenith controversy, the first radio case ever to be tried in this country.

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THE BLUE ADDS WSPD

WSPD, Toledo's only radio station, has joined the Blue Network of the National Broadcasting Company.

"WSPD is the most popular station heard by Toledo listeners", an announcement of the NBC in taking over the Toledo trading area says. "It is first choice in a survey of Toledo residents conducted by the Associated Radio Service men during the week of January 11-16, 1937. WSPD scores 60% - the second choice station, 24%.

"WSPD was established in 1921. Operates full time, 5000 watts day, 1000 watts night; 1,340 kilocycles. Recently installed new, modern equipment, including a vertical radiator.

"Toledo, the nation's 32nd largest market, has a population of 290,718; its $112,550,000 retail sales rank third in Ohio. Spendable money per capita is $620 - 21% greater than the U. S. average.

"The great market which WSPD covers embraces: Population, 1,285,184; families, 338,570; radio homes, 268,200; bank deposits, $266,300,000 and spendable income, $589,263,000."

During four weeks of October, 1936, WSPD made three spot announcements daily, offering a lucky pocket piece. 10,382 requests were received in addition to the ordinary run of fan mail.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF APRIL 30, 1937.

No. 1024

IOWAN NAMED FCC SECRETARY IN SUPREME COURT TRADE

The appointment of Thomas J. Slowie, of Iowa, a congressional secretary, as Secretary of the Federal Communications Commission late this week took the broadcasting industry and government officials by surprise as his name had not been mentioned previously.

It was learned on reliable authority that the appointment was made at the personal direction of President Roosevelt, over the recommendation of another man by James A. Farley, in a trade with the Iowa Congressional delegation for support of the Supreme Court reform proposal.

Robert L. Berger, Radio Director of the Democratic National Committee, had been slated for the job up until the last minute as a reward for his work during the presidential campaign. The Commission was preparing to announce his appointment, when James Roosevelt, son of the President, advised that it be held up.

Anning S. Prall, Chairman of the FCC, is understood to have called at the White House upon receiving the telephone call from James Roosevelt. He complained that the Berger candidacy had gone too far to withdraw it, and he reminded young Roosevelt that Farley had picked Berger.

The Chairman of the Democratic National Committee was out of the city at the time campaigning for the Supreme Court change, but the White House got in touch with him and apparently convinced him that Slowie must have the job.

Mr. Slowie is about 41 years old and has been in Washington for the last seven years as secretary first to the late Representative Jacobsen (D.), of Iowa, and this year to Mr. Jacobsen's son, who succeeded his father in office.

A former city auditor and city clerk at Clinton, Ia., his home, Mr. Slowie has had no previous experience in either the administration or business side of broadcasting. He said that his only previous connections with radio have been in making political addresses over the air.

He is a World War veteran and was one time assistant to the president of the Guaranty Life Insurance Co., of Iowa. He has a wife and two children.

The office of FCC Secretary, which pays $7,500 a year, is a political plum that has been dangled before aspiring young Democrats for the last year. It has been vacant since the resignation of Herbert Pettey, now an official of WHN, New York, but the duties have been performed by John B. Reynolds, an Assistant Secretary, who is a Republican.

Mr. Slowie was expecting to take office tomorrow (Saturday, May 1st).

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IF RUMORS TRUE, FCC MOST CORRUPT BODY, WRITER CHARGES

Charging that the rumors about the Federal Communications Commission which swirl about Washington these days are so numerous and so libelous that he will not deal with them "beyond noting that if even half of them are true, the Commission is one of the most corrupt Federal agencies in history", Paul W. Ward takes the FCC for a rough ride in the April 24th issue of the Nation.

"The Roosevelt Administration is out to head off the Congressional investigation of broadcasting because it will be impossible to investigate the radio industry without investigating the Federal Communications Commission, which is supposed to regulate it, and the Administration does not want the smells emanating from that New Deal agency traced to their source", he goes on to say.

Congress owes both itself and the public an investigation such as Congressman Connery proposes, Mr. Ward, who is a member of the Baltimore Sun staff in Washington, continues, "because of the FCC's complete and insolent disregard of its instructions from Congress as written into the law governing its operations with respect to broadcasting. It owes it to the public because such an investigation will show that the FCC has steadily and lawlessly been frittering away the public's 'last great source', as that remarkable person, Commissioner George Henry Payne, has dubbed the air. It owes it to the public especially because, as another Commissioner, Irvin Stewart, recently said, 'the person who has the largest stake in American broadcasting is the listener.'

"Far from obeying its orders, the Commission has set itself up as the guardian angel and aid of those who are exploiting the last great resource in much the same fashion that our water, timber, land, oil, and mineral resources have been exploited and despoiled. It has functioned chiefly to smooth out competition in the industry. Without the FCC policing of the air waves to keep the various stations from

raiding each other's territories and frequencies, the industry would be in chaos, but for this policing, which costs the taxpayers $1,500,000 a year, the industry pays nothing. Nor does it pay for broadcasting licenses, of which there are 696 outstanding covering the ninety channels or frequencies available to broadcasters.

"The radio industry represents an investment of only $40,000,000 at the outside, its 1936 gross was $107,550,000 and is expected to reach $135,000,000 this year. The significance of these startling profit indicators will be brought home with devastating force when, as must happen, Congress declares the radio industry a public utility and subjects its rates to regulation.

"Licensed stations are being bought and sold for ten and twenty times the value of their physical assets, which would be only so much junk without a frequency on which to employ them. Columbia last year, for example, paid $1,250,000 for a California station, and by any system of reckoning at least $1,000,000 out of that price was for the frequency on which the station had a license. Similarly, under a new practice, stations are being leased for periods ranging from one to fifteen years at annual rentals nearly equal to the cost of the station itself.

"Worse still, stock-jobbing is going on; station securities are being sold to the public at prices which recover for the promoters their full investment in the station and still leave them in control of it, and the asset which the investors get for their money is an interest in a license which is good for only six months and, so Congress has ruled, can never be construed as representing ownership of anything. All these transfers, leases, and assignments have to be and are approved by the FCC, which doesn't believe Congress meant what it said any more than do the radio barons."

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FTC ISSUES ORDER AGAINST RADIO MANUFACTURERS

An order to cease and desist from using unfair methods of competition, in violation of Section 5 of the Federal Trade Commission Act, has been entered by that Commission against a group of manufacturers of and dealers in radio sets and radio parts. The order also is directed against two companies manufacturing and selling escutcheons and name plates for use on radio products.

The order prohibits the respondents from using as marks or brands on their products certain well-known and long established names of other manufacturers and dealers in the radio and like industries without consent of the lawful owners of such names.

According to findings in the case, among the names, brands and symbols adopted and used by the respondents, without authority from the owners, are Marconi, Edison, Bell, Victor, Majestic and Brunswick, and the letters R.C.A. and G.E., standing alone or with other words, or colorable imitations or simulations thereof.

Metal Etching Corporation, 1001 Essex St., Brooklyn, and its President, M. Hermann, and Crowe Nameplate and Manufacturing Co., 1749 Grace St., Chicago, and its officers, E. C. Coolidge and I. Robinson Smith, are ordered to discontinue selling or distributing escutcheons and name plates, bearing the trade-marks and names in question, to manufacturers, assemblers or dealers in radio products, except to the owners of such trade names or marks, or to the licensees of the owners.

The order further directs that the respondent manufacturers and dealers cease representing, directly or indirectly, through use of trade names of marks of which they are not the owners, and without the permission of the lawful owners, that their radio products are those manufactured, sold, endorsed or licensed by the late Thomas A. Edison, Thomas A. Edison, Inc., American Telephone & Telegraph Co., Western Electric Co., Marconi Wireless Telegraph Company of America, Radio Corporation of America, Victor Talking Machine Co., Brunswick-Balke-Collender Co., Warner Brothers Pictures, Inc., and its subsidiary, Brunswick Radio Corporation, Grigsby-Grunow Co., Majestic Radio and Television Corporation, and General Electric Co.

The respondent manufacturers and dealers who are ordered to cease and desist from unfair methods of competition, together with their officers or agents, are: King Trading Corporation, 51 Vesey St., New York, and Royal Radio Co., Inc., 168 Washington St., New York, and A. M. Frank, David Morrison and Murray Auerbach; Harvard Radio Tube Testing Stations of Pennsylvania, Inc., 208 North Broad St., Philadelphia, and Jules M. Schoenberg; Ross Distributing Co., 2020 Chancellor St., Philadelphia, and Larry B. Ross; Sun Radio & Service Supply Corporation, 938 F St., Washington, and Emanuel Rosenweig; Schiller Bros., Inc., 922 F St., Washington, and Louis S. Schiller; Peter Robbins, trading as Robbins Radio Co., and as Ambassador Radio Co., 940 F St., Washington, and F. C. Scruggs, trading as Call Radio Co., 636 H St., N.E., Washington.

The complaint in this case was dismissed as to the following respondent companies and their officers for the reason that there was no evidence to establish the allegations made against them: Etched Products Corporation, 3901 Queens Boulevard, Long Island City, N. Y., and Albert Nierenberg and Walter H. Miller; Electro Chemical & Engraving Co., 1100 Brook Ave., New York, and F. E. Switzer, N. L. Jacobus, Robert Schlesinger, Julius Erodes and L. S. Southwick; Premier Metal Etching Co., 2103- 44th Ave., Long Island City, N. Y., and

Herbert Pape, Karl D. Johnson, Ernest A. Rottach, and Hugo Lehrfeld; American Emblem Co., 22 East 40th St., New York, and Paul B. Williams, Clarence S. C. Williams, James Eels, Fred B. King and Edgar Denton, Jr.

The case was closed without prejudice as to the following respondents: Metro Manufacturing Co., Inc., Metro Radio Corporation, Metro Sales Co., Inc., Pyramid Distributors, Inc., and Regina Gadol, George Levine and Max Scafford.

Findings are that all of the respondents, except those against whom the complaint was dismissed or the case closed without prejudice, have cooperated among themselves and with one another and are engaged in a scheme to deceive the public and to compete unfairly with other manufacturers and dealers in radio products.

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EXAMINER DISAPPROVES STATION TRANSFER TO CBS

Congressional complaints against "trafficing" in station licenses and "radio monopolies" this week had a repercussion in a report made to the Federal Communications Commission by one of its Examiners, R. H. Hyde.

Examiner Hyde recommended that the application of KSFO, San Francisco, for authority to assign its license to the Columbia Broadcasting System be denied. He based his recommendation on conclusions that the proposed $25,000 a year rent was based on the value of the license rather than station equipment.

It was Columbia that paid the record price of $1,250,000 for Station KNX, Los Angeles, about a year ago.

KFSO operates on 560 kc. with 1 KW power, unlimited time. CBS sought it as one of its West Coast outlets to supplant stations formerly operated by the Don Lee System in cooperation with the national network.

The terms of the contract, which the Examiner said should be disapproved, provide for the least of KSFO by CBS until January 1, 1942, with options for two extensions of five years each. Rent would be paid at the rate of $25,000 a year, plus an amount equal to one-seventh of the gross income of the station in excess of $175,000.

"General provisions of the agreement provide", the report states, "that the lessor may install new equipment, changing the location of the transmitter to any point within the San Francisco area, such new equipment to become the property of the lessor; that the parties shall promptly cooperate,

at the expense of the lessee, in filing and prosecuting before the Commission an application to install a 5 KW transmitter, to be constructed by the lessee, the lessee agreeing to pay certain additional rent (an amount equal to one-seventh of the gross annual income in excess of $150,000) in the event the project to install such new equipment is not completed; that one-half hour of station time daily shall be reserved by the lessor, free of charge, but subject to cancellation upon thirty days' notice and payment of an additional $5,000 rent per year; that Station KSFO shall be maintained as a regular transcontinental network outlet of the Columbia System; and that the lessor shall not sell or lease the KSFO property, or contract to sell or lease the property to any other party without first granting the lessee an option to renew the lease upon the same conditions and terms offered by any third party, or to purchase the same upon the same terms available upon any bona fide offer of any third party, or for whichever is found to be the greater amount - $225,000 or the amount that may be determined by means of a formula employing station earnings over certain stated periods as a basis for calculation."

Regarding the station's value, the Examiner said:

"Inventories of all equipment, including antenna system, transmitting apparatus, and studio equipment, show original cost as $35,224.26, and the present cost of equivalent equipment as $38,865.09. Depreciated value according to the strange method of computation employed, is $30,131.96, determined by substraction of depreciation in the amount of $8,733.13 from ($38,865.09) the estimated present cost of equivalent equipment.

"Net profit for the period January 1, to June 30, 1936, shown in the profit and loss statement filed herein, is $867.65, but during the period of this report more than $22,000 was paid out in salaries and commissions which should probably be considered in any attempt to make a study of station earnings. The owner of the capital stock of the licensee corporation drew $1,000 a month from the station during the period of the statement submitted."

CBS officials predicted, however, that they could step up the earnings of KFSO.

"The Columbia interests expect that when and if the station broadcasts Columbia programs, it will attract a good audience and be in demand by advertisers", Mr. Hyde said. "Then with an increase in basic rates from $150.00 an hour to $325.00 the station is expected to have a gross revenue of $280,000.00. Expenses, including rent and depreciation on a new transmitter, are estimated at $250,000.00, leaving an estimated net income of $30,000.00 per year. While these figures are merely estimates, they are said to be based upon the experience of the Columbia System in operating stations under similar conditions."

In justifying his recommendation that the FCC not approve the station-network deal, Examiner Hyde said:

"Examination of the contract, consideration of the evidence regarding the properties proposed to be leased and then immediately replaced for the most part by the lessee, and examination of the business of the station, likewise proposed to be leased and then replaced for the most part, indicates that the chief consideration for the 'rental' agreed upon is the use or opportunity to use the operating assignment of Station KSFO, subject to the approval of the Commission. The sums proposed to be paid for this privilege and the other conditions of the so-called lease are matters determined by agreement between the applicants, with notice of, and of course subject to, any laws applicable thereto. Nothing in the contract, in the absence of some affirmative action by the Commission, could possibly change the terms of the station license, which, it may be noted, runs for only a fraction of the time period covered in the contract; no rights to the operating assignment in question or any of the privileges for which a license is required by the Communications Act of 1934 could be established against the regulatory power of the Commission by any agreement between these parties or by any payments which one may make to the other as consideration to stand aside or vacate an operating assignment in favor of the second party. But the terms, including payments proposed to be made in a transaction of this character, are nevertheless considered material to the question as to whether or not approval of a transfer of license would be in the public interest.

"The payments proposed to be made in this case by the assignee do not appear to be out of line with the usefulness and value the KSFO operating assignment would have to the assignee. On the other hand, it is obvious that the assignor is requiring payments in amounts which can be explained only by the fact that it has a license from the government giving it exclusive privileges as to the use of the operating assignment desired by the assignee. This use of the privileges granted in the station license does not appear consistent with the condition imposed by law and included in each license; that the licensee use the privileges conferred to the full extent thereof to serve the public interest.

"It appears that the acquisition of control of Station KSFO by the assignee would result in improvements to the service of the station in the technical quality of its broadcasts and with respect to the quality of the programs provided for the interest of the public. Also, it is apparent that the acquisition of control of Station KSFO by the assignee would contribute to the further development and maintenance of the national network broadcast system represented by the assignee, and be advantageous to the promotion of the interests of that system. But it does not appear from anything in the evidence regarding this particular system, or regarding the requirements of network broadcasting, that there is any necessity for the acquisition of control of this station by the same interests now controlling a number of other stations.

"The applicants have not shown that the granting of the application would serve the public interest, convenience or necessity."

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SPREAD OF 5-DAY WEEK SEEN AS NBC CAPITULATES

General adoption of the 5-day week in the broadcasting industry was forecast this week when the National Broadcasting Company announced that all its announcers, production, and sound effect men will be placed on a 5-day week as soon as satisfactory schedules can be worked out and additional personnel trained.

"Because of irregular hours which production men, announcers, and sound effects men are frequently called upon to put in in the course of their duties", Lenox Lohr, President of NBC said, "we feel that the benefit to be derived from two full days of relaxation a week will immeasurably increase the efficiency of these men, and through them the efficiency of the National Broadcasting Company in its service to the public and its clients."

Meanwhile, negotiations were under way for wage and hour concessions between the "American Guild of Announcers and Producers" and a bargaining committee from the Columbia Broadcasting System. An early agreement was forecast.

Station WNEW, Newark, announced that on August 1st all of its technical staff will go on a 5-day week, and New York stations were reported to be considering similar moves.

Directors of WOR late this week announced through Alfred J. McCosker, its President, the adoption of a 40-hour week for its entire personnel. The new hours of operation will become effective just as soon as the necessary schedules can be arranged and additional personnel trained, Mr. McCosker said.

In making the announcement, Mr. McCosker also made it known that the station has an agreement with the Association of Technical Employees of WOR, representing its engineering staff, which runs until March, 1938. The decision of the Board of Directors to adopt a 40-hour week voluntarily reduces the 48-hour clause in this agreement to 40 hours.

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The U. S. Department of the Interior, Office of Education, this week announced that the time of the educational radio series, "The World Is Yours", will be shifted from Sundays at 11:30 a.m., EST, to Sundays from 4:30 to 5:00 p.m. EDST, beginning May 2nd. The time change was made, according to the announcement, so other stations could be added to those on the Red Network of the National Broadcasting Company which now carry the series. It is estimated that several million persons listen to the program each week, but the time change is expected to increase the listening audience appreciably. During the past several months nearly 150,000 persons have written the Office of Education about the series.

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I.T.T. FILLS ORDER FOR NEW ROME S-W STATION

The International Telephone and Telegraph Corporation disclosed this week that an order for the world's largest short-wave broadcaster to be erected at Rome has been placed by the Italian Broadcasting Company with the Electrical Apparatus Company of Milan, Italy, an affiliate and licensee company. This new broadcasting station will radiate power of 100 KW, and is the highest powered short-wave broadcaster yet projected for commercial operation. By means of special directive antennae, it will give reliable short-wave broadcasting service to all parts of the world.

The station will be installed in Rome and will go into service in 1938. It will be one of the most efficient and, therefore, most economical stations in the world to work because, in addition to using final stage class "B" modulation, new and special circuits for the power amplifiers give it a much higher efficiency than ever before obtained by a short wave transmitter.

In order to meet changing atmospheric conditions the wavelengths need to be changed from time to time, and facilities are provided for these changes to be made in a few minutes. This can be accomplished because the circuits for the high power stages are built on a rotating turntable.

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RMA MAPS PROGRAM FOR CHICAGO MEETING JUNE 8-9

The program of the Annual Convention of the Radio Manufacturers' Association was released this week in Washington by Bond Geddes, Executive Vice-President. The meeting will be in Chicago June 8-9 and will be followed immediately by the National Parts Trade Show June 10-13. Both will be at the Stevens Hotel.

The annual radio industry banquet, another "RMA cabaret" dinner for Association membership and guests, will be the big social event, on Wednesday evening, June 9. The two days of the RMA annual convention will be packed with important business meetings. The program is being arranged by President Leslie F. Muter of the RMA and the Convention Committee headed by A. S. Wells, of Chicago, Chairman, and Paul V. Galvin, Peter L. Jensen and James S. Knowlson.

Sales promotion, national and in export trade, together with important discussions of merchandising, employment, and other important problems, will feature the RMA convention. There will be many RMA committee meetings and also annual sessions of all four RMA Divisions. Elections of a President, Directors and other officers of the Association will be held during the convention.

A large luncheon meeting Tuesday, June 8, combining the annual business meeting of RMA members, is a new and interesting feature of the RMA convention program. Official RMA delegates, alternates and guests will be tendered a complimentary luncheon by President Muter and Directors of the Association. At the conclusion of the luncheon the annual business meeting of the RMA membership will be held and reports received from President Muter, Treasurer Fred D. Williams, and others. Annual meetings of RMA group Divisions also will follow the luncheon.

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RADIO HAD ORIGIN IN PROFESSOR'S BRAIN, SAYS SARNOFF

Radio had its origin in the purely theoretical reasoning of a college professor, James Clark Maxwell, who in 1865 advanced arguments for the existence of electromagnetic waves, according to David Sarnoff, President of the Radio Corporation of America.

Mr. Sarnoff spoke on Friday before the American Physical Society on "Science and Society" in Washington. Paying tribute to the work of the great scientists of the 19th century, whose theories and research in the realm of pure science hastened the industrial age, Mr. Sarnoff warned:

"It is too optimistic to assume that the mere translation of a scientific discovery into a usable commodity or instrument always advances civilization; that just because humanity can travel faster, communicate more freely, cook, wash, iron, and gather ice cubes with less effort than ever before, it has reached the all-time peak of civilization. Giving a man a hoe or a microscope does not make him a farmer or a scientist, and giving him a radio or an automobile does not make him civilized."

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NEW STATION GRANTED BY FCC; ANOTHER RECOMMENDED

The Federal Communications Commission this week granted a construction permit for a new broadcasting station at Wilson, N. C., while one of its Examiners recommended the granting of a station for Rice Lake, Wis.

The Wilson applicants are H. W. Wilson and Ben Farmer. The station will operate on 1310 kc. with 100 watts, daytime, after June 1st.

Examiner John P. Bramhall recommended that Walter H. McGenty, of Rice Lake, be granted a permit to build and operate a station on 1210 kc. with 250 watts power, daytime.

The same Examiner filed a favorable report on the application of KLM, of Minot, N. D., for permission to shift its frequency from 1240 to 1360 kc. and increase its power from 250 watts to 500 watts nighttime and 1 KW daytime and increase its operating time from sharing to unlimited.

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:::: TRADE NOTES ::::

Six papers on television will be presented by members of RCA Manufacturing Co. at the convention of the Institute of Radio Engineers, May 10-12, in the Hotel Pennsylvania. Among those who will present discussions, jointly or singly, are V. K. Zworykin, W. H. Painter, R. P. Law, C. E. Burnett, H. Iams, P. B. Janes W. H. Hickok, A. Rose, G. A. Morton and L. E. Flory.

Effective May 15, Timothy S. Goodman will relinquish his duties as manager of WKRC, Columbia owned and operated station in Cincinnati. He will be succeeded by John McCormick, who has heretofore been assistant manager. Mr. McCormick, who joined the staff of WKRC in September, 1934, was formerly Program Manager of WINS, New York.

WHK, oldest broadcasting station in Cleveland, Ohio, will join the National Broadcasting Company as a member of the NBC Basic Blue Network early this Fall. The station will replacw WGAR. Owned by the Radio Air Service Corporation, an affiliate of the Cleveland Plain Dealer and the Cleveland News, WHK operates full time on a regional channel frequency of 1390 kc. with daytime power of 2500 watts and nighttime power of 1000 watts.

Germania Tea Co., Minneapolis, and Consolidated Drug Trade Products, Inc., 544 South Wells St., Chicago, are named respondents in a complaint issued by the Federal Trade Commission alleging unfair competition in the sale of Germania Herb Tea and Germania Orange Pekoe Tea. In advertising matter, on labels and over the radio, the respondent companies allegedly represent that the two products, when used in connection with a designated reducing diet, have a substantial therapeutic value in the treatment of obesity.

WJTN, Jamestown, N. Y., will join NBC as an optional outlet available to the Basic Blue Network on May 15. The addition will boost the number of NBC affiliated stations to 126.

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HEINL RADIO BUSINESS LETTER

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No. 1026

FCC PREPARES TO CLEAN OWN HOUSE AS PROBE IS SIDETRACKED

With the Connery resolution calling for a broad investigation of the radio broadcasting industry apparently sidetracked, if not definitely blocked for the session, the Federal Communications Commission is setting about to clean house itself and thereby remove some of the cause of Congressional complaint.

The appointment of Thomas J. Slowie, a former Congressional secretary, as Secretary of the Federal Communications Commission has encouraged the hope in some Commission quarters that relations between the FCC and Congress will be improved.

Nevertheless, Examiners' reports, which have abruptly taken a stern attitude toward license transfers, indicate that the Commission is preparing to crack down on broadcasters who appear to be in the business for speculative profits.

The first test of this policy will come when the Broadcast Division acts upon an Examiner's recommendation that the Columbia Broadcasting System be refused permission to take over the license of KSFO, of San Francisco. If CBS makes a fight, the Commission will be forced to take a stand that may well establish a precedent in license trafficking.

Somewhat perturbed by the legal consequences of prohibiting a sale of licenses, the Commission has obtained a confidential opinion from its General Counsel, Hampson Gary.

The objective of the FCC seems to be to find a formula for measuring the value of a station in a manner that will take into account the possession of a operating license while at the same time keep it out of the speculative field.

So as to have all pertinent information in case Congress should begin calling for data on station investments, ownership, affiliations, and the like the FCC has sent letters to all stations demanding that copies of all contracts negotiated since July 15, 1934, be filed at once. The contracts specified are those "which may in anywise affect the control of your station."

Although the order requiring the filing of this information was promulgated in August, 1934, it is understood that up to this time it has not been strictly enforced.

While FCC critics on Capitol Hill have been for the most part too occupied with more important matters to assail the Commission or the industry in recent weeks, Representative Amlie (Farmer-Labor), of Wisconsin, has been trying to keep the homefolks informed on his views.

A charge that the "radio scandal" is as bad as the Teapot Dome affair, Congressman Amlie, in his weekly "Congressional News Letter", said:

"Teapot Dome was a noisier scandal than the administration of the Federal Communications Commission, but it doesn't smell any worse."

He also reiterated charges that the FCC was overlooking trafficking of licenses, that only three favored law firms can "get any results before the Commission", opposed the Anderson bill for 5-year licenses, and declared a "radio monopoly" dominates the broadcasting industry.

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DELETION OF BROOKLYN STATION URGED FOR IRREGULARITY

Denial of the application of WMBQ, Brooklyn, N. Y., for renewal of license was recommended to the Federal Communications Commission this week by Examiner Ralph L. Walker on the ground of an irregularity in the station's control.

Pointing out that WMBQ's license was issued in 1927 to Paul J. Gollhofer, who had previously used the equipment as an amateur station, the Examiner said he had found that "the station was actually owned and operated by a co-partnership consisting of Mr. Gollhofer and Lillian E. Kiefer from its inception until May 7, 1935."

This arrangement, Mr. Walker said, was in violation of Section 308 of the Communications Act.

Station WMBQ has been operated by a receiver since September 24, 1936.

Examiner Walker recommended that the applications of Gollhofer and Miss Kiefer for construction permits to use WMBQ's facilities also be denied. He proposed that the time be given to WWRL, of Woodside, L. I. Both stations have catered to foreign-language listeners.

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MARCH RADIO ADVERTISING 14% ABOVE FEBRUARY

Total broadcast advertising in March amounted to $11,628,154, an increase of 14.2% over the February level and and a gain of 24.6% over the level of last March, according to the National Association of Broadcasters.

"Gross time sales for the month were the greatest in history, being slightly greater than the total recorded for last October", the report stated. "Advertising in all portions of the medium increased in volume as compared to last month, with national non-network business registering the greatest gain. Total broadcast advertising for the first three months of 1937 amounted to $32,180,035, a gain of 26.1% as compared to the corresponding period of 1936. Radio broadcast advertising seems to be headed for another record-breaking year.

"Although advertising in national magazines and newspapers increased to a greater extent than radio as compared to last month, radio broadcasting continued to show the greatest increase in advertising volume as compared to corresponding periods of last year. Whereas radio showed a gain of 24.6% in volume over last March, national magazine volume increased 15.6%, national farm paper volume 7.1%, and newspaper volume 4.1%.

"Continuing the season trend, non-network advertising increased 18.5% over February and 35.6% over last March. Although all sizes of stations registered substantial gains, the greatest increase occurred in the regional station group. Advertising in this group rose 23.5% over February. The New England-Middle Atlantic Area led all geographical districts in increased volume, both as compared to last month and as to March, 1936."

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WGY TO HAVE ONE OF HIGHEST ANTENNAS IN COUNTRY

The General Electric Company has announced that it will erect an ultra-modern 625-foot vertical antenna for its station WGY in Schenectady, and by doing so will increase the effective signal strength of this 50,000-watt transmitter at least three times. The plans to give this pioneer broadcasting station one of the tallest antenna systems in the country have been approved by the Federal Communications Commission and work will start at once.

According to W. J. Purcell, chief engineer of WGY, the signal to be radiated from the new antenna will be the equivalent of that of 150,000 watts or three times as great as the present system.

The lighting system will be controlled by an "electric eye" which, pointed north, will automatically turn the lights on when the daylight diminishes to 20 foot-candles, and will turn them off when the intensity reaches 40 foot-candles.

The new steel tower, which will weigh 250,000 pounds, will rest its entire weight on a single porcelain insulator, mounted on a 10-foot-square concrete base. Two sets of insulated guys will support the structure.

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APRIL BILLINGS ON NETWORKS SOAR TO NEW PEAKS

Continuing its upward trend, radio advertising on the networks soared to new heights during April. While reports from independent stations have not been correlated, indications are that they also are prospering.

Time sales on the Columbia Network for April totalled $2,596,238, an increase of 33.1% over April, 1936. ($1,951,397). The previous seasonal decrease in billings from March to April was reversed this year, since the March total was $2,559,716. Topping all other networks for April, this is the forty-third consecutive month in which CBS has made a gain over the corresponding month of the previous year, according to a CBS statement.

Advertisers' gross investments in NBC network time increased 19.5 percent over the same month a year ago. Total revenue for the month was $3,277,321, against $2,741,928 in April, 1936. The Red Network total was $2,303,519; the Blue, $973,802.

The April figures bring NBC's 1937 four-month total to $13,729,385, a gain of 22.8 percent over the first four months of 1936.

A 19.8 percent increase in time billings was reported for the Mutual Broadcasting System. Total billings for April, 1937, were $167,590. For the same month in 1936, they were $139,934.34.

Cumulative billings for the first four months of 1937 total $769,901.17, a 16.6 percent increase over the same period in 1936. For the same period in 1936 they were $660,040.98.

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BILL WOULD DESIGNATE ORIGIN OF SPONSOR'S PRODUCT

Announcers would be required to specify the origin of any product advertised over the air under provisions of a bill introduced this week by Representative Martin (R.), of Massachusetts.

The bill seeks to regulate advertising of imported articles generally. One section dealing with radio reads as follows:

"In radio broadcasting where commercial broadcasting is used in the promotion of and to advertise for sale in the United States any imported article or material, a broadcasting announcer shall, at the beginning and end of each broadcast period, clearly state the name of the country of origin of the article or material advertised."

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NEW POWERFUL TELEVISION STATION FOR EIFFEL TOWER

A new and powerful television transmitter has recently been ordered for the Eiffel Tower, Paris. This new transmitter has been commissioned by the French Ministry of Posts, Telegraphs, and Telephones. It will have a peak power of 30 KW fully modulated at the aerial, and will be capable of broadcasting on the basis of 405 lines, with a band width of 2.5 mc/s.

It is proposed to install the new transmitter at the base of the Eiffel Tower, with the aerial projecting from the top of the flagpole, which is 984 feet above ground level, according to World-Radio. The transmission cable from transmitter to aerial will be approximately 1,300 ft. long, over 5 ins. in diameter, and will weigh about 12 tons. Of the semi-flexible coaxial cable required for the highest quality transmission, it will run up the framework of the tower to the centre of the topmost cupola, from which the present flagpole protrudes.

The construction of the transmission cable raises several novel and difficult problems. Since the cable is to pass upward from the point mentioned, it will be necessary to substitute a new hollow metal pole for the one now in place. This with the transmission conductor inside must be pushed up through the opening in the collar that crowns the steel structure to a height of 40 ft. The aerial will continue for another vertical distance of 10 ft. above the flag.

Another problem concerns the installation of the transmission cable between studios and transmitter. This will be accomplished by a specially adapted cable with special terminal equipment necessitated by the alternative systems of positive or negative control which require different characteristics in the transmission lines leading from the studios.

The equipment will include a "monitoring set", corresponding to a control station on a broadcasting or long-distance telephone circuit. This will enable a technical operator to have full control, and to know at all times just what quality of television broadcast is going out "on the air." The audible portion of the programs will go out from a regular P.T.T. broadcasting station. Programs will be produced from two studios, situated in the Radio Building of the Exhibition and the Post Office Building.

Although the P.T.T. has been broadcasting an hour's television program daily from the Eiffel Tower since December, 1935, with encouraging results, it was felt by technical experts of the Ministry that progress had been such as to warrant the substitution of a more modern and powerful installation. Thus the Eiffel Tower, whose career began with the Exhibition of 1889, is to play a leading part in one of the most modern features of the 1937 Exhibition.

The contract just signed with Le Materiel Telephonique, in whose laboratories the equipment has been developed after two years' research, specifies that the new station shall be ready for service, with reduced power, by July 1 next, operating with full power by the Autumn.

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CBS TO DEDICATE NEW SHORT WAVE STATION MAY 12

Regular daily program service, especially designed for listeners of Europe and the British Isles, will be initiated by the Columbia Broadcasting System on Coronation Day, Wednesday, May 12, when network officials dedicate Station W2XE, Columbia's new high-power international short wave broadcast transmitter.

The new station, which has a peak power of 40 kilowatts, will be official opened at 4 A.M., EST (9:00 A.M., Greenwich Mean Time) with short dedicatory address by E. K. Cohan, CBS Director of Engineering, and William Lewis, Vice-President in Charge of Programs. The first program of the regular series will be transmitted toward Europe and England by means of directional antennas and will go on the air at 5:15 A.M., EDST, when W2XE will carry the Coronation ceremonies as they are broadcast from London by CBS in collaboration with the British Broadcasting Corporation.

Programs of interest, primarily to foreign audiences, will be selected for W2XE's trans-Atlantic transmissions by a new program department headed by Elizabeth-Ann Tucker, who, as a former member of the CBS General Engineering Department, has, for the past several years, been closely associated with Columbia shortwave activities. Salute programs commemorating historic dates in European history and other special broadcasts will be presented in the language of the country to which they are dedicated.

The operating schedule of the new station will enable English and European audiences to hear the programs during their afternoon and evening hours of listening. Licensed to employ five frequencies, W2XE will be heard as follows:

7:30 A.M.-10:00 A.M.,EDST: (11:30-14:00 G.M.T.) - 21,520 kilocy.
1:00 P.M.- 2:00 P.M.,EDST: (17:00-18:00 G.M.T.) - 17,760 kc.
3:00 P.M.- 6:00 P.M., EDST:(19:00-22:00 G.M.T.) - 15,270 kc.

The fourth frequency, 11,830 kilocycles will be held in reserve until further tests indicate its period of maximum usefulness. The remaining frequency, 6,120 kilocycles, is for transmission to Central and South America.

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SOVIETS PLAN RADIO HOUSE, BUY TELEVISION EQUIPMENT

While plans for a "Radio-House" in Mius Square, Moscow, were disclosed by Radio Centre, Moscow, a report was published in New York that the RCA Manufacturing Company is preparing to ship the Soviet government its latest television equipment.

That the Soviets expect to follow the precedent of American broadcasters in permitting an audience to witness studio performances is apparent from the following press statement with regard to the new Radio-House.

"One of the studios will have an area of 500 square meters. Its height will be 10 meters. It will be the largest studio in the Soviet Union. A symphony orchestra with up to 225 musicians will be able to play in this studio, and 350 people will be able to listen to the broadcast in this studio."

Regarding the television equipment, the current Variety reported:

"A television transmitter of the most advanced design was completed this week at the RCA Mfg. Co. plant in Camden and is now awaiting shipment to Moscow.

"Although tight-lipped as to the actual hour of shipment, officials of the company said the apparatus was merely part of a large order of radio material contracted for by Russia about two years ago. The order was understood to involve an expenditure of more than $1,000,000 by the Soviet Government. The television transmitter is reputed to have a power capacity of 7,500 watts and to be similar in operation to one recently built by RCA engineers for a major radio network in this country.

"Television receivers will accompany the picture broadcaster in the consignment for Moscow where construction of a special 'television center' is planned. Russian engineers were permitted to study technical processes employed in the manufacture of the apparatus in the Camden plant as part of its agreement in the contract."

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:::: TRADE NOTES ::::

J. C. McNary, consulting radio engineer, is representing the National Association of Broadcasters at the fourth meeting of the International Radio Consulting Committee, which will convene May 21st at Bucharest, Rumania.

Station WRC, Washington, will shortly begin construction of a new transmitter just outside of the National Capital. A permit was issued this week by the Federal Communications Commission for the work. The cost will be about $75,000.

Alleging use of unfair methods of competition in the sale of a preparation known as "Radio Active Hair Restorer", the Federal Trade Commission has issued a complaint against Mary Mauthe, trading as Mauthe & Son Remedy Co., 923-927 Twenty-third St., Denver, Colo. The respondent is a radio advertiser.

The first public exhibition devoted solely to the development and modern attainments of television is to be opened at the Science Museum at South Kensington early in June. It is expected that the exhibition will remain open for three months.

A contract has been given by the Estonian Government to the British Marconi Company to supply all radio broadcasting equipment to be installed in the new State broadcasting station now being constructed at Turi, a small town in the center of Estonia. It is understood that the value of the material to be purchased approximates $189,000.

Copyright fees paid for the broadcasting of literary and musical works by the French State stations amount to about three million francs, and the private stations probably pay about two million francs (the three Paris private stations together paid nearly one million francs in 1936), according to World-Radio. M. Leon Blum has received a delegation from the French Society of Authors, and as a result has decided to increase the basis for the State stations, which will thus have to pay for the year 1937 more than double the old rate.

Radio Corporation of America reported net income in the first quarter of $2,243,056, equal, after preferred dividend requirements, to 10 cents a share on the common stock. This compared with $1,286,691, or 3 cents a share in the same quarter last year.

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JAMES LIKENS TELEVISION TO MOVIES, FACSIMILE

Television, one of the most complicated of modern sciences, can be easily understood by laymen if it is regarded as combining the principles of movies and radiofacsimile pictures, according to E.P.H. James Sales Promotion Manager of the National Broadcasting Company.

Referring to NBC's experimental television broadcasts in a talk before the Mendelssohn Club in New York on May 3, Mr. James said, in part:

"I have been trying to think of a way to describe how television works which would not only be clear and reasonably interesting, but also would be straightforward enough for you to be able to pass along. I think I can describe it best as a combination of two principles - the principle of the motion picture and the principle of the radiofacsimile picture.

"Of course, I don't have to explain to you the principle on which the motion picture works, but I should say that the modern equipment projects 24 separate pictures, or frames, per second. In other words, 24 separate 'still' pictures per second come at you rapidly enough to fool you into thinking that the objects in the pictures are themselves moving.

"Radiofacsimile, however, may need a little explaination. There are several different systmes of sending facsimile pictures by radio and by wire. At the transmitting end the picture is placed on a roller and a pencil of light crosses and recrosses the picture, thus dividing it up into a series of lines. This process is known as 'scanning'. At the receiving end, a piece of paper is brought into contact with a printing device which reproduces those same lines with comparable degrees of shading. A single 8-by-10 inch picture can be reproduced by facsimile in about 20 minutes, from the first line to the last. Speaking generally, and distinctly not technically, television combines the principles of radiofacsimile and motion pictures by the simple process of speeding up everything so that the televisor sends 30 complete pictures every second."

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TWO CROSLEYS CONTROL CROSLEY CORP., REPORT SHOWS

Further amendments to registration statements and annual reports filed with the Securities and Exchange Commission were made public this week by the New York Stock Exchange. Among them was a schedule showing that Powel Crosley, Jr., and Dwendolyn A. Crosley between them controlled the Crosley Radio Corporation, the former owning 152,699 shares, or 28 percent, on January 31, 1936, and the latter, 130,910 shares, or 24 percent.

The January flood caused Crosley to suffer a loss of $31,559 for the first three months of 1937, its quarterly earnings statement disclosed.

Although net profit from operations amounted to $218,440, the company set aside $250,000 for flood loss, resulting in the $31,559 deficit, as compared with net profit of $687,877 for the first 1936 quarter.

The flood, which caused the Crosley plant to shut down temporarily and indirectly caused a $500,000 fire in a warehouse, resulted in a sharp drop in sales, the total for the 1937 quarter being $3,973,336, as compared to $6,847,523 in the first 1936 quarter.

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CALLAHAN LEAVES WASHINGTON NBC OFFICE

Resignation of Vincent F. Callahan, Commercial Manager of the National Broadcasting Company's two Washington radio stations, was announced this week by Kenneth H. Berkeley, General Manager. Mr. Callahan leaves Washington May 17th to become General Manager of Radio Station WWL, at New Orleans, at a salary said to be $10,000 a year. Mr. Berkeley also announced the appointment of John H. Dodge for the last three years a member of the sales staff of WRC and WMAL, to succeed Mr. Callahan.

Mr. Callahan is a native of Washington and has been associated with publishing and radio concerns in the city for 15 years.

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24,500,000 RADIO FAMILIES, CBS SURVEY SHOWS

More than 24,500,000 American families now have radio sets.

Receivers are being bought in this country currently at the rate of 28 sets per minute, 140 every five minutes, and in the first three months of this year 1,300,000 sets were purchased for homes and automobiles.

Total U. S. sets in use is placed at 33,000,000 which exceeds the number of automobiles and is more than double the number of telephones in operation.

Those figures are contained in a new survey which the Columbia Broadcasting System has released under the title, "Radio in 1937."

The brochure, which brings up to date Columbia's continuous 4-year measurement of the national radio audience under the direction of Dr. Daniel Starch, noted research expert, reveals that 1,631,000 families joined the radio audience during 1936. At the beginning of 1937, 24,500,000 families owned radios. Among these, 20,212,500 listened an average of over 5 hours each day. In 1932, the average daily period for each family listening was 4.1 hours.

In addition to radio-equipped homes, the number of automobile radios in use at the beginning of 1937 is shown in the study at 4,500,000. Taking into account the 4,000,000 families owning more than one radio, the total number of radio sets now in operation is placed at more than 33,000,000.

Personal interviews with some 160,000 set-owners in all parts of the country form the basis for the figures contained in the latest CBS survey. Interviews by Dr. Starch's staff of trained statisticians last from 20 to 30 minutes and, during the four quarter periods of 1936, covered every income group in 160 communities of 2,500 population and over. In this category it wasfound that nine out of every ten families were radio owners.

Intensity of ownership according to size of family income varied as follows: 98.6% of homes with incomes over $5,000; 96.3% of homes with incomes of $2,000 to $5,000; 85.1% of homes with incomes of $2,000 or less.

The percentages of homes having radios in communities of various sizes are as follows: 92.4% in cities of over 250,000; 90.8% in cities of 25,000 to 250,000; 91.8% in cities of 10,000 to 25,000; 88.8% in cities of 2,500 to 10,000.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF MAY 8, 1937.

No. 1025

May 4, 1937.

U. S. DELEGATES LEAVE FOR BUCHAREST CONFERENCE

Technical problems on radio allocations, particularly short-waves, will be tackled when the International Radio Consulting Committee meets in Bucharest May 21 to June 10.

A delegation of six, headed by Dr. J. H. Dellinger, Chief of the Radio Section of the Bureau of Standards, was due to sail today (Tuesday) for Bucharest. Other members of the party are:

Lieut. E. K. Jett, Assistant Chief Engineer, Federal Communications Commission; Gerald C. Gross, Chief of the FCC International Section; Capt. S. C. Hooper, Chief of Naval Communications; Lieut. Col. D. M. Crawford, of the Army Signal Corps; and Francis deWolf, of the Treaty Division, Department of State.

The Bucharest meeting is but preliminary to the International Telecommunications Conference to be held in Cairo, Egypt, next February. Whatever is done at the Bucharest parley must be approved at the Cairo meeting of all countries concerned with radio broadcasting or communications.

But, like the preliminary meeting in Havana a few weeks ago of representatives of the United States, Canada, Mexico, and Cuba, the work done by the engineers will pave the way for accord between the nations concerned at the later general conference.

As short-wave reception in this country has grown vastly in importance since the last meeting of the C.C.I.R. in Lisbon in 1934, considerable attention will be given to the problem of improving the transmissions.

The U. S. delegation is prepared to offer recommendations for better technical standards which they believe will improve the short-wave broadcasts. Other countries, especially England and Germany, will fight for the outlawing of short-wave stations, most of which are in Latin American countries, which broadcast on unauthorized frequencies and thus interfere with reception of English and German transmissions to the United States.

The C.C.I.R. was established by the International Radio Conference of Washington in 1927 and reestablished by the International Telecommunications Conference at Madrid in 1932.

Its function, according to Dr. Dellinger, is to advise radio administrations of the world on technical radio questions which are submitted to it. The general objective of its work is the reduction of radio interference. Its membership is composed of representatives of both the governments and the radio operating companies.

Other meetings of the C.C.I.R. have been held at The Hague in 1929, at Copenhagen in 1931, and at Lisbon in 1934.

An appropriation of $49,000 for the expense of the American delegation to the Cairo Conference next February has been voted by Congress. The delegation to the Conference, held every five years for the revision of treaties governing international communications has not yet been named.

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FCC SECRETARY DENIES POLITICAL TRADE GOT HIM JOB

Thomas J. Slowie, who on Saturday was sworn into office as Secretary of the Federal Communications Commission, has denied reports that his appointment was due to a political trade between the Iowa congressional delegation and the President.

At the time of his appointment it was reliably reported that President Roosevelt had instructed the FCC to name Slowie just as it was about ready to appoint Robert Berger, of New York. The report was that the Iowa delegation had agreed to support the President's Court reform program in exchange for the patronage.

Mr. Slowie was quoted in the Washington Times, however, with regard to the report as follows:

"It's a damn lie. There is not a word of truth in it. I did not get the backing of the Iowa State legislation for the job. As a matter of fact about three-fourths of the delegation did not know anything about it. If anybody says that the question of backing the President's Court plan enters into it, it's libel."

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FIGHT BETWEEN WIRE SERVICES SHOWS RADIO NEWS PAYS

The pending litigation between Transradio Press Service, Inc., and the three major press associations indicates that the merchandising of news via radio has reached a stage where it pays substantial profits.

A few years ago several organizations made abortive efforts to form services which would provide news to radio stations and networks. Only Transradio survived when the press associations decided to enter the field, and the publishers organized the Press-Radio Bureau.

Frank A. Arnold, writing in the current Editor & Publisher, takes note of the success in this field, saying:

"Today radio news is an accepted fact. It has passed the experimental stage and now occupies regular scheduled periods on most of the outstanding radio stations of the country. The extent to which news of the world is becoming a part of the regular program activities of radio stations is shown by the following figures taken from the latest compilations at my command.

"There are now four major sources of news distribution available to radio stations - Trans-Radio, serving 174 stations; United Press, 143; International News Service, 66; and Radio News Association, 17. This makes a total of 400 outlets or, roughly, 60 per cent of the regular licensed broadcasting stations. Although this entry of news into the radio field created some discussion as well as criticism at the start, yet it has now become such an accepted feature as to be regularly scheduled without criticism or unfavorable comment."

The $1,700,000 suit of the Transradio Press Service, Inc., against 17 defendants including the three major press associations, two broadcast chains and the American Newspaper Publishers' Association, charging conspiracy in restraint of trade by their participation in the Press-Radio agreement of March, 1934 is scheduled to come up in the U. S. District Court in New York City on May 10.

The suit which was filed in May, 1935, charged violation of the Sherman Act, Clayton Act and the Federal Communications Act.

Transradio Press Service, Inc., has also filed a libel suit in the Supreme Court of New York County against the United Press for $50,000 damages and interest from April 16, and costs. Transradio charges that on or about Feb. 15, 1937, the UP "published several documents" stating that in six months UP had gained 21 stations and lost none, INS had gained one and lost three "(all to United Press" and Transradio gained none and lost seven. This is false, Transradio claims, and damaged its business.

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HOUSE PASSES SAFETY-AT-SEA BILL AFFECTING RADIO

Amendments to the Communications Act of 1934 which will necessitate the more widespread use of radio facilities on ships at sea was passed by the House on Monday and sent to the White House for the President's signature. It previously had been adopted by the Senate.

The measure goes beyond the original Act in requiring vessels, carrying either freight or passengers, unless very small, to carry radio equipment which will enable them to keep watches for SOS calls either through a qualified operator or by means of automatic alarms.

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CORONATION COVERAGE TO BE ONE OF RADIO'S BEST JOBS

Radio coverage of the coronation of King George VI and Queen Elizabeth on May 12 will be on probably the largest scale of any international event up to this time.

The British Broadcasting Corporation has completed a plan of broadcasting by long and short waves so that everyone who can get to a radio receiving set will be able to follow the ceremony in detail.

Besides broadcasting a description of the procession to Westminister Abbey, the actual coronation and the address of King George VI at the time they occur, BBC will transcribe the original broadcasts so that they can be repeated at times which will be convenient to listeners all over the world.

Thus American short-wave listeners, who do not wish to arise for the actual program, which will be carried over United States networks, may tune in on a transcription broadcast the evening of May 12th. At that time the coronation will be on the air at 6:30 P.M., EST, and the King's address at 10:30 P.M., EST.

In addition to the commentaries by the seven BBC observers, commentaries in thirteen different languages will be sent to foreign countries by their own observers. The following languages will be used: Czech, Danish, Dutch, Finnish, Flemish, French, German, Hungarian, Japanese, Norwegian, Spanish (for the Argentine), Swedish, and Yugoslav.

During the day a total of fifty-eight microphones will be used, thirty-two of which will be used for the broadcast of the actual ceremony and for reproducing a sound picture of the arrival and departure of the procession. Eleven will be devoted to picking up effects outside the Abbey and

the Palace and along the route. English and foreign observers will use fifteen.

Twelve tons of equipment have been installed, of which seven tons are batteries. The total length of wire used will be approximately 472 miles.

Sixty BBC engineers will be engaged on this one outside broadcast - technically, the most complicated yet undertaken by the BBC.

The BBC also is preparing to televise the Coronation procession at Apsley Gate, Hyde Park Corner, London, on the return journey from Westminster Abbey. A running commentary will accompany the broadcast, which will open with crowd scenes and last approximately an hour.

Three cameras will be used. One of these, installed on the plinth of Apsley Gate, will give overhead views of the advancing procession, and a second camera, operated from the pavement immediately to the north of the Gate, will provide close-ups as the procession passes through the arch. Another camera, facing southwards from Apsley Gate, will show the end of the procession crossing Piccadilly towards the Green Park and Constitution Hill.

It will be the first television broadcast from a point some miles distant from the London Television Station at Alexandra Palace. Owing to technical reasons, the length of the special multiple cable that has been used for televising events inside the grounds of Alexandra Palace is limited to 1,000 feet. Consequently, control-room apparatus must be provided at Apsley Gate, and to meet this need, the BBC has purchased from the Marconi-E.M.I. Television Company a mobile control-room installed in a motor vehicle about the size of a standard single-deck saloon 'bus.

Two rows of racks along each side of the interior of this vehicle accommodate the apparatus, leaving a centre aisle for the use of the engineers. In all, twelve racks - each 7 ft. 6 ins. high and 19½ ins. wide - have been installed. The total weight of apparatus and vehicle is about 8½ tons. A reproducer fitted into the compartment over the driver's head enables the controlling engineers to see the televised picture. The vehicle is also equipped to deal with sound, fade-units and amplifiers for use with four microphones having been installed.

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CHURCH'S LEASE OF RADIO STATION HIT BY EXAMINER

The lease of Station KFXR, Oklahoma City, by the Exchange Avenue Baptist Church to B. C. Thompson, present manager, was criticized by Examiner Robert L. Irwin in a report to the Federal Communications Commission this week recommending that the station license by transferred to the Plaza Court Broadcasting Company.

The church has been the licensee of the station since 1927, but in 1932 its pastor entered into an agreement with Thompson, then commercial manager, under which he leased the station upon payment of $600 cash, assumption of a $400 debt, and weekly payments of $75.

"The operation of Station KFXR under the original and supplemental management contracts presents a close question of violation of Section 310(b) of the Act", the Examiner said.

He pointed out, however, that the transfer would invalidate the former lease.

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EXAMINER URGES WMBQ TIME BE GIVEN WWRL

A recommendation that time assigned to Station WMBQ, Brooklyn, be given to the Long Island Broadcasting Company, operating Station WWRL, was made to the Federal Communications Commission last Saturday by Examiner Ralph L. Walker.

He recommended also that applications of Lillian E. Keifer and Paul J. Gollhofer for authority to take over WMBQ's time and construct new stations be denied, and opposed the application of the Metropolitan Broadcasting Corporation to continue operation of WMBQ.

He held that the Metropolitan Broadcasting Company sold time to "brokers" for foreign-language programs and "in substance assigned a right or privilege."

"The control of the station over these programs presented primarily in foreign languages is practically non-existent, in that entire dependence is placed on translations presented by the brokers", he added.

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TRADE NOTES

Trav-Ler Radio & Television Corporation, 1028 West Van Buren St., Chicago has entered into stipulation with the Federal Trade Commission that it will cease using as a trade name or brand for its radio sets the word "Majestic", alone or in connection with the words "Radio Corp.", or with other words so as to imply that its sets are made by Grigsby-Grunow Company, Chicago, originally the manufacturer of Majestic sets, or by its successor, Majestic Radio & Television Corporation, Chicago, when such is not a fact.

Station WJTN, Jamestown, N. Y., will make its first network affiliation by joining the National Broadcasting Company May 15 as an optional outlet available with the Basic Blue Network. It will be NBC's 126th station. WJTN is the only station in Jamestown. It operates on 1210 kilocycles, with 250 watts power in daytime and 100 watts at night.

Purchase of the old Franklin Institute Building in Philadelphia by A. Atwater Kent, well known former radio manufacturer, and its presentation to the city for use as a historical museum was announced last week by Mayor Wilson.

L. J. Fitzgerald, NBC Artists Service, has been placed in charge of sales of NBC concert artists for commercial radio, effective May 15. He has been handling general talent bookings.

Misrepresentation of the curative value of a preparation known as "A & O", offered as an effective treatment for colds, is alleged by the Federal Trade Commission in a complaint issued against Joe Anderson, trading as The A & O Company, New Bern, N. C. The respondent is a radio advertiser.

King George VI has given permission for broadcasting organizations to record his speech on May 12 for the purpose of subsequent broadcasting. "The Earl Marshal raises no objection to oversea broadcasting organizations recording for subsequent broadcasting the Coronation Service in Westminster Abbey on May 12", the BBC stated. "The BBC is notifying oversea broadcasting organizations, however, that they must undertake the responsibility for covering any copyright existing in the music performed at the Coronation Service."

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PROGRESS REPORTED IN PHILCO STRIKE PARLEYS

Negotiations between representatives of 8,500 strikers and employers at the Philadelphia plants of the Philadelphia Storage Battery Co. and the Philco Radio & Television Corp. were under way early this week. Early reports were that progress was being made.

Three locals of the United Electrical and Radio Workers Union called the strike last Friday after charging the concerns with violating seniority rights of certain employees.

George E. Deming, Executive Vice-President of the Philadelphia Storage Battery Co., suggested a conference Monday in a letter to Reese Llewellyn, local union president.

Mr. Llewellyn had written the concern after the strike was called that he was willing to meet its representatives at any time. He said "we have gotten no place" on efforts to agree on a new contract.

The Union asked for an increase of ten cents an hour for production workers and an additional increase of five cents an hour for night work, he said.

Mr. Deming wrote to James B. Carey of New York, National President of the Union, that the strike was the result of "failure on the part of the Union to follow the procedure as outlined in the agreement which you and I signed a year ago."

"The management takes the position that the agreement, by its terms, was still in effect, but that the strike action cancels all agreements to date", he said.

"We are willing to negotiate a new agreement but must have one that is workable and comparable on an industry basis that will enable us to maintain a competitive position."

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SWISS IN MARKET FOR S-W POLICE RECEIVERS

The first police short-wave radio station, which will serve as a central station for all Switzerland, has been installed by the Zurich Cantonal Police. Most of the transmitting apparatus and equipment are of American origin, according to U. S. Consul General A. C. Frost of Zurich. At present only five police receiving sets are in operation in Switzerland.

"It is understood, however, that several hundred sets will be required in order to complete this system", the report states. "The transmitting station was installed jointly by several Zurich firms, principally the firm Seyffer & Co., Kenzleistrasse 126, Zurich. American exporters of police radios should make their offers through a local radio dealer and not to the police authorities directly. However, advertising material may be sent to the Zurich Cantonal Police, Kasernenstrasse, Zurich."

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RADIO-TELEGRAPH RATES CUT BY RCA, MACKAY

Rate slashes and service alterations in overnight domestic communication, to become effective June 1, were announced this week by both telegraph and radio-telegraph companies.

The new tariffs, agreed upon in conferences with the Federal Communications Commission, were disclosed simultaneously by Western Union and Postal Telegraph companies and by Radio Corporation of America and Mackay Radio & Telegraph Co.

Telegraph tariffs provide for discontinuance of the 10-word night message and the 50-word night letter. They contemplate a 25-word minimum night letter as a rate base. The proposed night letter may be sent between the United States' two most separate points for 50 cents.

Words in excess of the minimum will be charged for in groups of five and according to the distance the original 25 words are sent. Charges for the excess wordage will decrease progressively as their number increases, and over the shorter distances, it will be possible to add to the minimum for a fifth of a cent a word.

In Radiotelegraphy, Radio Corporation of America and Mackay Radio & Telegraph Co. announced similar changes. Both will discontinue the 15-word night message and 60-word night letter and establish a new rate on a 30-word minimum.

The 30-word night letter, like the 25-word telegraph night letter, may be sent anywhere in the United States for 50 cents. Additional words over the minimum of 30 will be charged for in groups of six. Distance and volume will prorate the excess charge.

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RADIO WRITERS DENY CENSORSHIP IMPLICATIONS

Taking exception to the censorship implications contained in an article entitled "News of the Air", by Richard Sheridan Ames in a January issue of the Saturday Evening Post, members of the Executive Committee of the Association of Radio News Editors and Writers at a meeting in Chicago recently, adopted a resolution calling upon the Post to bring "the true facts pertaining to radio news writing" to the attention of its readers.

The resolution also stated: "That the Executive Committee of ARNEW be placed on record as saying to the American public that never, to our collective knowledge of the recognized profession, has any censorship of radio news by radio sponsors been tolerated or even suggested. That ARNEW be placed on record as pledging itself and its members collectively and individually to the continued truthful and honest presentation of news items at all times."

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HOOVER, FARLEY ATTEND DINNER FOR GENE BUCK

Former President Herbert Hoover and James A. Farley, Chairman of the Democratic National Committee, were among the distinguished guests at a dinner given in honor of Gene Buck, President of the American Society of Authors, Composers, and Publishers, Monday night in New York. The host was the Catholic Actors' Guild.

The former President paid a warm tribute to the composer guest of honor, of whom he said: "If I were in fact trying to find the American who represented the great quality of kindness, I would name Gene Buck."

Telegraphed tributes to Mr. Buck from President Roosevelt, Vice-President John N. Garner and others were read by Joseph P. Tumulty, the toastmaster. Edward P. Mulrooney, State Commissioner of Correction, was Chairman of the dinner.

In an address in which he thanked his friends for their praise, Mr. Buck expressed regret that certain theatres in New York City had offered a type of entertainment that had necessitated the intervention of the police. He declared that there was no place on the stage for "smut with a smirk" and added that such stars as Ed Wynn, who attended the dinner, and George M. Cohan, who sent a message of greeting, had made great careers without the use of risque lines and situations.

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AUTHOR ATTACKS PRESENT CONTROL OF BROADCASTING

A vigorous attack on the present set-up and control of radio broadcasting is made in a book just published, "Not to be Broadcast", by Ruth Brindze (The Vanguard Press; $2.50).

The New York Times in a review of the book said, in part:

"Miss Brindze writes a vigorous attack upon every aspect of radio broadcasting. She thinks that the control of the industry which has had such an amazing development is in wrong (even sinister) hands; that the public policy with respect to government supervision of radio licensing is in need of a thorough overhauling; that free speech is denied particularly by the radio chains, and that the public should assert itself before broadcasting gets out of hand completely. Many who agree with the thesis that the granting of the use of wave lengths to private individuals without fee or tax is giving away too freely valuable natural rights and that we are in need of a sounder national policy in this field will wish that Miss Brindze had presented a better case. Much of the evidence she adduces is not convincing, and her statements are too sweeping."

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NBC CASHES IN ON BIG NEWS EVENTS

The NBC Promotion Department has been very neatly tying in important news events in its advertising material. One of the series was entitled "Go to the Coronation as the Guest of NBC" and carried a beautiful photograph of the State Coach passing the reviewing stand in the Coronation procession along with a preliminary announcement of the NBC Coronation broadcasts. A second announcement a week later, entitled "Follow the Golden Coach" was illustrated by a map showing the parade route and where NBC commentators would be stationed and gave a time-table of the broadcasts.

A week after these two announcements came, a third news flash, but this dealt with the Kentucky Derby and was labelled, "They're Off! You Can't Lose!" This was illustrated by a news photograph of the thrilling finish and gave the time of the broadcast.

An example of how the news-events are tied into advertising salesmanship was in the conclusion of "They're Off - You Can't Lose" which read:

"No one can pick a Kentucky Derby winner . . . in advance. We all may have a fairly shrewd idea . . . which we are willing to back to the limit. The wise ones save enough for carfare home. But, everyone wins who uses NBC. The element of chance has been minimized through years of showmanship and experience.

"Would you like to talk to this eager responsive market? You can . . . easily. May we tell you how?"

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McCOSKER FORMS FOUNDATION FOR NEEDY CARDIACS

A foundation for the care, convalescence and aid of needy cardiacs is being formed as a philanthropic venture by Alfred J. McCosker, President of Station WOR, and Harry Hershfield, cartoonist. Leading heart specialists have offered to aid the project, which calls for the opening of a home within a year.

Considerable money already has been realized for the project. Additional funds are to be raised through benefits and subscriptions. Mr. McCosker and Mr. Hershfield began the movement with the aid of 100 friends.

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The Zenith Radio Corporation has completed moving operations and all departments should hereafter be addressed to the new factory at 6001 Dickens Avenue, Chicago, Illinois. Telephone: Berkshire 7500.

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No. 1027

May 11, 1937.

WLWL SALE SEEN AS SILENCING RADIO PROBE CRY

operates about 15 hrs a week!

The sale of Station WLWL, New York, by the Paulist Fathers to Arde Bulova, watch manufacturer and broadcaster, for $275,000 may have the indirect effect of silencing demands for a radio inquiry on Capitol Hill, according to rumors in broadcasting circles.

The transfer, approved last week by the Federal Communications Commission, has brought to an end a long drawn-out controversy between the Paulist Fathers, the Columbia Broadcasting System, and Bulova.

It is understood that this three-way scrap was responsible for the demands for a broadcasting investigation by Representatives Connery (D.), and Wigglesworth (R.), of Massachusetts.

While anticipating scattered outbursts against the FCC and the so-called "radio monopolies", broadcasters this week are more confident than at any time since Congress convened that a Congressional probe has been forestalled.

The several attempts of the Paulist Fathers to obtain a full-time station or dispose of WLWL have caused the Commission more concern than any problem in recent years. Two years ago the Paulist Fathers were reported to be behind a Congressional move for the setting aside of specific frequencies for education and religious broadcasting stations.

Formation of an Eastern seaboard network, covering a half-dozen stations between Philadelphia and New England, is contemplated by Bulova as a result of his purchase of WLWL.

Whether the former Paulist station will be eliminated or will be operated on a full-time basis has not been disclosed by the new owner.

One plan is understood to call for the transfer of WOV, New York, from 1130 to 1100 kc. and its operation full time with 10,000 watts. This would eliminate WLWL, which now uses that channel two hours daily.

Another plan provides for the expansion of WLWL to a full-time station to become the key of the network.

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I.T. & T. TO DEMONSTRATE RADIO LANDING SYSTEM

The International Telephone and Telegraph Corporation has brought to this country, for the purpose of testing and demonstrating, complete equipment of the Lorenz Instrument Landing System. This radio employing device has been developed by C. Lorenz-A.G., Berlin, Germany, a subsidiary of the I. T. & T. The American demonstration, according to Frank Page, will be made in Indianapolis Friday and Saturday, May 14 and 15, at the Municipal Airport.

Commercial air fields in the following cities are equipped with the Lorenz System: England - Croydon; Heston; Gatwick; Italy - Milan; Rome and Venice (under construction); Germany - Berlin; Hamburg; Hannover; Cologne; Leipzig; Frankfurt a/M; Stuttgart; Stettin; Munich; Dresden; Nurnberg; Konigsberg; Free City of Danzig; Switzerland - Zurich; Hungary - Budapest (under construction); Austria - Vienna; Sweden - Stockholm; Czechoslovakia - Prague (under construction); Poland - Warsaw; Posen; Japan - Tokyo; South Africa - Capetown; Russia - Mowcow (equipment just delivered).

The following air transport companies are using aircraft equipped with the Lorenz System Equipment:

Deutsche Lufthansa; A.-B. Aerotransport; Air France; British Airways; Oelag Wien; Imperial Airways; Koninklijke Luchtvaart-Maatschappij (KLM); Swissair; South African Airways.

International Telephone and Telegraph Corporation through the cooperation of the Department of Commerce and the officials of the Municipal Airport at Indianapolis have installed for the demonstration the Lorenz Instrument Landing System at the Indianapolis Airport and the receivers for this system in test airplanes of the Department of Commerce and of the commercial airlines.

In the operation of the Lorenz system, the pilot approaches the field by means of the usual directional, or homing beacon, to within about twenty miles of the airport, at which point the Lorenz System signals are capable of being received on both the aural and visible receiving instruments. One of the boundary signals will be the first received. The audible signal will be the code - a dot for the starboard and a dash for the port side. The signal also will be indicated on a dial on the instrument panel. The pilot, by maneuvering his plane, reaches the guide path which is indicated by the blending of the port and starboard audible signals into a continuous tone and by the centering of the visible indicator on his dial. He will also be advised of his progress toward the field by the increasing intensity of the audible signals and by the volume indicator on his dial.

At the moment when the continuous note is reached, the direction indicator comes to rest and tells the pilot that he should maintain his course for safe landing at his destination.

During the approach, the pilot gradually decreases the height of the airplane. At about two miles from the boundary of the landing field when the plane crosses the outer mark, the lamp on the left side of the visual indicator lights up and, at the same time a deep note is heard in the headphones. The pilot then throttles down and descending at an approximately constant rate reaches the proper height at the inner marker beacon. The beacon signal from the inner marker is received at a distance of about 350 yards from the boundary of the landing field - a few seconds before the machine reaches this boundary -- and is conveyed to the pilot by a rhythmic short-keyed high note as well as by the lighting of a lamp on the right-hand side of the visual indicator. The pilot now knows that there are no obstacles to his flight in the final section of the landing path and can, consequently, further reduce the height of flight in order that he may bring his machine down safely even when ground visibility is very poor."

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NBC TO USE SPECIAL NEW FIELD TRANSMITTERS

Complete replacement of all short-wave facilities used in special events programs by the National Broadcasting Company at six of its key points was announced this week by O. B. Hanson, NBC Chief Engineer. Four new types of high frequency transmitters, with receivers and other field pieces, will be delivered in July to NBC offices at New York, Washington, Cleveland, Chicago, Denver and San Francisco at a cost of about $75,000.

Purchase of the new short-wave apparatus, all designed in the NBC laboratories under the direction of R. M. Morris, Development Engineer, will greatly expand NBC's capacities for covering such events as the Hindenburg disaster, conventions, parades, outdoor sports meets and others demanding numerous and rapidly changing points of pickup.

The latest addition will give the National Broadcasting Company a nearly complete new line of apparatus used in its remote control broadcasts. Each piece is considerably in advance of equipment available in the market and it is anticipated that all will be abreast of engineering developments for several years.

Distribution of seventy new field amplifiers and more than 200 new microphones for field broadcasts was recently announced by Mr. Hanson. Including these, the new apparatus, to be made from NBC models by the RCA Manufacturing Company, will cost more than $125,000.

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LAWYERS GIVE FCC HILARIOUS ROASTING

The Gridiron Dinner had nothing on the frizzling the "first informal engineering conference" of the Federal Communications Bar Association gave the Commissioners and other FCC untouchables in Washington last night (Monday). The dinner of the less than a year old organization, which now numbers close to 200 members, was on the Gridiron high plane of cleverness throughout. Nevertheless, it was interesting to watch the expression on the faces of some of the high officials when they were hit, and who didn't know what they were getting in to. There was at least one red face when the lawyers brought up the now famous incident at the Willard Hotel, where eavesdroppers alleged to have heard that a Communications Commissioner had received a large bribe.

"One Commissioner is absent through illness", Louis Caldwell, President of the Association, said, "and another because of a speaking engagement. One, however, left town as soon as this meeting was announced."

The prediction is ventured here, judging from the merciless lampooning at the first lawyers' dinner, that no Commissioner will dare stay away from the next one and furthermore there will be a scramble for invitations. Radio people will be coming here from all over the country for it.

Those at the speakers' table beside Mr. Caldwell, who presided, were Anning S. Prall, Chairman of the Communications Commission, Commissioners E. O. Sykes and Irvin Stewart, Hampson Gary, General Counsel, John M. Littlepage, Duke M. Patrick, John W. Guider, Paul D. P. Spearman, Ralph Kimball, of the Western Union, Horace L. Lohnes, George O. Sutton, Phil J. Hennessey, Jr., and Ben S. Fisher, Chairman of the Arrangements Committee.

Presumably the affair was a business meeting of the Association with various Chairmen reading the usual dry and lengthy reports. Throughout there were interruptions by a radio announcer, in reality Phil Loucks, whose voice was heard through loud speakers in the hall. In fact, it was this radio announcer who first brought up the painful Willard incident when a year or so ago those listening from an adjoining room told the world a Commissioner had sold out for $25,000.

"This program is brought to you through the courtesy of the New New Willard Hotel", the radio announcer droned. "When in Washington spend a night or two with us; the hotel has been thoroughly renovated, with sound-proof walls acoustically treated. 'Whisper or shout, the noise can't get out.'"

Another reference was made to the incident when John Littlepage credited Phil J. Hennessey with being the founder of the Federal Communications Bar Association.

"With a fine sense of the proprieties", Mr. Littlepage declared, "P. J. timed and placed the birth of the I D E A at a ROOM IN THE WILLARD HOTEL on April 27, 1936, during Cherry Blossom Time. Where could he have found a more fitting setting for this event than this shell-ridden scene of the BATTLE OF THE THIN PARTITIONS, the echoes of which still reverberate through the halls on Capitol Hill and in the pages of the Nation? To quote P. J.'s own original words:

"'The world will little note nor long remember what we say here but it never will forget what THEY did here.'

Unwittingly, at this point, P. J. slipped into a slight anachronism; it has not yet been made known what, if anything, did happen."

Commissioner George Henry Payne, conspicuous by his absence, came in for a few hot ones. Former Representative Frank D. Scott, of Michigan, addressing Duke Patrick inquired:

"Mr. Patrick, you mentioned Commissioner Payne. Where is Commissioner Payne's other office?"

"His other office?" Mr. Patrick replied, "What do you mean, Mr. Scott?"

"I mean the office he spends all his time in", was the answer. "You know what I mean, the office where he operates his public address system.

"Oh, you mean that office", Patrick said. "I don't know, But I've heard where his office will be next year.

"Where will Commissioner Payne's office be next year?"

"Over on the eighth floor of the National Press Building", Patrick concluded. "He's going to take over Broadcasting from Marty and Sol when he gets through with that libel case."

This referred to the $50,000 libel suit filed by Commissioner Payne against Broadcasting Magazine.

At this time the radio announcer broke in with:

"Stand by, stand by for news flash. The Transparent Radio-Press has just advised us that the Telegraph Division has rendered another decision, Senator Wheeler dissenting."

In a minute, the announcer burst forth again:

"Stand by, Stand by, for a correction in the last announcement. That was not a decision in a new case. Just another change of heart in the Oslo case. We've forgotten which way it went this time."

Mr. Littlepage admonished President Caldwell for violating a rule that no speeches were to be made at the banquet.

"Where did you get that idea?" Caldwell retorted.

"Right here on this card Ben Fisher sent out", Littlepage came back. "It says: 'No speeches will be tolerated.' That's clear enough, even for an officer of this Association. It seems to me, Mr. President, if I may say so, that the President of an Association that has just adopted canons of ethics ought not to break the rules at the first opportunity he gets. He ought to exercise at least as much restraint as the Commission does and wait for a month or two before getting around any new rule it adopts."

Mr. Caldwell declared that the "No speeches will be tolerated" edict was not a rule but "just a pious hope on the part of Ben Fisher, just like the mileage frequency separation tables. That's where the statutory standard of 'convenience' comes in. It's something convenient to use so you can decide a case either way."

"I realize the mileage-frequency separation tables aren's rules; they're just a dream of Andy Ring's", Mr. Littlepage replied. "But we have a positive rule against speeches. If you're going to insist on a speech, you at least should label it 'Experimental Special Authorization' and employ a directional antenna that will suppress the noise in our direction. That would bring it within the rules that allow stations to operate with 5 kw. on channels where the maximum power is 1 kw. or with 500 kw. on channels where the maximum power is 50 kw. Those are real experiments. They're experimenting to see how long they can get away with it."

Here the radio announcer came in with: "This program is brought to you through the courtesy of Broadcasting and Variety. All lawyers should be supplied with our advance sheets on Commission decisions. This is special bargain day. For sale cheap, two large columns of linotype on the appointment of Berger as Secretary of the FCC."

Duke Patrick enlightening Louis Caldwell on the changes which had taken place at the FCC since the latter had been employed there explained:

"When you were there, the Engineering Department used to do the Law Department's work, with a small side-line of engineering, and vice versa. You always knew where you were at because things were exactly opposite to what they were supposed to be. Not that's all changed. The Engineering Department spends all its time on something it calls social and economic factors - you wouldn't understand it any more than they do. They're getting up a new set of social and economic slide-rules so that Andy Ring, Assistant Chief Engineer, can go back on the witness stand and devil the lawyers again. It's been years since Andy has been a witness; he's been afraid to testify without one of the new slide-rules. That isn't all. They're gradually doing away with hearings such as you old fellows are accustomed to. They call them 'informal engineering conferences' now."

Commissioner Irvin Stewart came in for one from the lawyers when Frank Scott inquired: "You mentioned Commissioner Stewart. Aren't there two Commissioner Stewarts? Which one do you mean?"

"You are right", Patrick replied. "There is Commissioner Stewart Concurring and Commissioner Stewart Dissenting. But you must remember that this is Reappointment Year. That's the year in which they make speeches at universities on what's wrong with broadcasting. Next year it'll be just plain Commissioner Stewart, working on a decision in the Order No. 12 cases."

"The Law Department is doing everything except law," Patrick complained. "The right wing is busy trying to find reasons for the decisions the Commission has already made, and the left wing is busy in a pitched battle with the examiners. I should add, however, that General Counsel Gary has already equalled the record set by Commissioner Thad Brown when he was general counsel in the number of court cases he has actually argued."

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BUREAU OF STANDARDS ANNOUNCES NEW RADIO TRANSMISSIONS

Dr. J. H. Dellinger, Chief of the Radio Section, U. S. Bureau of Standards, has disclosed that the Bureau would shortly inaugurate a more extensive standard frequency service from its station WWV.

The Bureau for many years has been broadcasting standard frequencies. These have included standard carrier frequencies and a standard 1000 cycle modulation, all accurate to better than one part in 5,000,000.

According to Dr. Dellinger, the new service will involve extensions both of frequency and of time. The Bureau also expects to send pulses at intervals of precisely one second, and a standard of musical pitch of 440 cycles per second. Announcements of ionosphere conditions, based on the Bureau's current measurements will be added to the standard frequency broadcasts on one day each week, it was stated.

These announcements will furnish a guide to radio station operators and others for the selection of frequencies to be used in long distance radio transmission, according to Dr. Dellinger.

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END OF INTERNATIONAL STATIC SEEN BY ENGINEERS

Glimpses into the future of radio, when reception from foreign countries and world-wide telephony may be clear as crystal and quite free from the bugaboo of static and noise as it now affects international communication, were presented yesterday (Monday) at the first technical session of the Institute of Radio Engineers' silver anniversary convention at the Hotel Pennsylvania, New York City.

A novel radio receiving system that is aimed electrically into the sky to catch the same program arriving simultaneously over a different ethereal pathways from a foreign-sending station was discussed by H. T. Friis and C. B. Feldman of the Bell Telephone Laboratories, according to the New York Times.

Sound records of programs from England, over existing transoceanic telephony circuits and the new system, when compared before the audience of more than 500 radio experts from all parts of the country left no room for doubt as to the clarity and freedom from noise on the "steerable antenna", as it is called.

To steer the fixed wires by electrical means, an operator turns a single knob on a control panel like a large radio set. Outside, stretched for several hundred feet over the countryside, the wires "point themselves electrically" toward the most powerful parts of the arriving program. Static and noise existing near or outside the actual wave is thus avoided.

Development and use of short-wave transmitters in liberating broadcasting at its source from the necessity of microphone lines was described by W. A. R. Brown, Assistant Development Engineer, and George O. Milne, Eastern Division Engineer, of the National Broadcasting Company.

An ingenious "commutator", the heart of a diminutive radio-sending unit sent miles into the upper air attached to sounding balloons to study humidity, temperature and atmospheric pressure at great altitudes, was described by H. Diamond, W. S. Hinman, Jr., and F. W. Dunmore of the National Bureau of Standards, Washington.

The commutator is a novel arrangement of resistances and contacts that vary with the changes in the upper air which the experimenters desire to explore; a veritable temperature, pressure or humidity "microphone" causing a miniature radio station in the balloon to vary its wave, which, when recorded on the earth, reveals the temperature, pressure and humidity in terms of frequency changes.

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STONE TO GIVE I. T. & T. FULL TIME

Ellery Stone, who was in charge of all International Telephone and Telegraph radio communication activities as well as Operating Vice-President of Mackay Radio, will hereafter devote all of his time to the radio communication activities of the I. T. & T.

Admiral Luke McNamee, President of Mackay Radio Company, will take over active operating charge of the Mackay Radio Companies.

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GUATEMALA BUYS STATION APPARATUS FROM RCA

President Jorge Ubico, of Guatemala, has approved the contract for the purchase of a long and short wave broadcasting station apparatus from the Radio Corporation of America, according to a New York Times news dispatch.

The contract provides for training three Guatemalan students at the Camden factory and study at the National Broadcasting Company.

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BASEBALL "MONOPOLY" UNFAIR TO RADIO, SAYS CANNON

Representative Raymond J. Cannon (D.), of Wisconsin, last week proposed a House investigation of what he termed a "monopoly" governed by professional baseball club owners which is working to the detriment of certain radio stations.

Cannon, in his resolution, said that a closed monopoly existed among all owners of baseball clubs and that labor conditions existed in baseball which would not be tolerated in any industry in the United States.

"The large basebell clubs through restricting agreements with the large telegraph companies", he said, "prevent such telegraph companies from giving to the public the results of baseball games through general service to all radio stations and cause such telegraph companies to violate their duty as interstate public utilities and cause discrimination against certain radio stations and thus prevent large numbers of the public from getting baseball results through their local stations."

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CBS ELECTS THREE NEW MEMBERS TO BOARD OF DIRECTORS

The Columbia Broadcasting System, Inc., this week announced that Edward Klauber, Executive Vice-President, and Paul W. Kesten, and Mefford R. Runyon, Vice-Presidents, were recently elected Directors of the corporation.

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SPECIAL AMPLIFIERS DEVELOPED FOR CORONATION

For the first time in the history of Great Britain, the 8,000 distinguished visitors at the Coronation of King George VI and Queen Elizabeth at Westminster Abbey on May 12th, will be able to hear every word of a Coronation ceremony. This will be made possible by the installation of a specially designed public address system which has been developed and will be installed by the Standard Telephones and Cables, Ltd., an associated company of the International Telephone and Telegraph Corporation.

The interior of a Cathedral presents great difficulties in the installation of amplifying equipment because of the reverberation in the building, but a novel system, designed for this occasion, overcomes these technical difficulties. In place of a limited number of horn loudspeakers transmitting at a high energy level, no less than 120 moving coil loudspeakers will be used, but at a low intensity. This method of distribution, coupled with the damping due to drapes and the huge congregation will reduce the reverberation effect to a point where it is not troublesome, and thus permit each member of this gigantic congregation to hear distinctly.

The public address system will consist of five powerful amplifiers, each of 30 W. capacity, which will be used to amplify the music and speech picked up by microphones located at strategic points. These amplifiers will transmit the sounds to the 120 loud-speakers which will be fastened to pillars or placed behind the fabric coverings on the walls or the stands so as to be invisible to the congregation. The loud-speakers are of special design giving a wide range of reproduction. About a mile of wiring is used to connect them to their amplifiers. They will be mounted in teak boxes. Teak is used to limit the fire hazard.

Each amplifier will feed an entirely separate group of loudspeakers so that there will be actually five separate sound systems in operation. Spare amplifiers will be ready for use on any of the five sections in the extremely remote event of a breakdown.

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ROOSEVELT ORDERED FCC APPOINTMENT, SAYS MALLON

"What papa said, went", wrote Paul Mallon, columnist, with regard to the FCC secretaryship last week. "The Farley candidate for the secretary-ship of the Federal Communications Commission still is with the Democratic National Committee, hoping for a job in the Commerce Department. The successful candidate for the post was Thomas J. Slowie, secretary to Representative William S. Jacobsen, of Iowa. His selection was dictated by the President's son and secretary, James Roosevelt. He was papa's candidate."

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MARKET FOR RADIO SETS IN VENEZUELA HAS EXPANDED

Every inhabited section of Venezuela is now within the range of one or more of the country's broadcasting stations and the more powerful of these are heard regularly in foreign countries, according to a report to the Department of Commerce from its office at Caracas.

The United States supplied approximately 95 per cent of radio receiving apparatus imported into Venezuela during the years 1934 and 1935, the report states, and from 1931 to 1934, it supplied between 80 and 90 per cent of the total imports of all radio apparatus. The Netherlands is the United States' greatest competitor in this market for receiving sets.

As to transmitting sets, tubes and parts, all imports during 1935 came from the United States, the report points out. Owing to exchange rates particularly the revaluation of the bolivar during recent weeks, there should be a drop in retail prices for imported goods from which American exporters of radio apparatus should profit.

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A complete, detailed, and up-to-date compilation of primary listening area market data on six of its owned and operated stations has just been made available by the Columbia Broadcasting System to advertisers interested in local and national spot campaigns. The report was prepared for CBS by Buckley-Dement & Company and the material is expected to be of particular value to manufacturers introducing new products. In addition to a breakdown of the buying population, thirty-six classifications of retail outlets are listed, by counties. Daytime and nighttime data are both included.

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RADIO RECEIVERS SEEN BY HARBORD AS TARGETS IN WAR

The 33,000,000 radio receiving sets in this country would constitute so many targets for enemy broadcasting stations in case of a war involving the United States, according to Maj. Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America, and former Chief of Service of Supply of the A.E.F.

A detailed account of how the radio industry could be mobilized in case of war was given in a paper prepared by General Harbord in Washington this week. General Harbord, who was absent due to his wife's illness, was awarded the Medal of Merit of the Army Ordnance Association.

Maj. Gen. Robert C. Davis, former Adjutant General of the Army, read General Harbord's paper. The medal was put in the custody of Col. Frederick H. Payne, former Assistant Secretary of War, and will be presented to General Harbord later.

"During the World War, the only use for radio was for point-to-point communications", General Harbord's paper said. "There was no broadcasting as we know it today. Broadcasting was a 'war-baby' - and the baby has now come of age. Many of the nations of Europe today are demonstrating that propaganda broadcast by radio - both for home and foreign consumption - has become an important instrument of modern warfare.

"In case of war all broadcast receiving sets in America will become targets for enemy transmitters, whereas our broadcasting stations will be carrying our own story to the rest of the world. The series of broadcasts from Spain, available to American short-wave listeners, is an indication of what may be expected. Our geographical isolation would be a help, for our home receivers are distant from potential enemies. Fortunately, the improbability of effective air raids makes unnecessary the underground studios the British Broadcasting Company is planning for London.

"Radio personnel is really a phase of its industrial mobilization. Quite aside from the supply of excellent apparatus and services the growth of American radio has created, is the great body of expert technicians. The Naval Communication Reserve and the Signal Corps Reserve are proud of the proportion of men they have who are employed in the radio industry or are outstanding licensed amateurs. Approximately 600 men in the Radio Corporation of America services have joined communication reserves, entirely on their own initiative. Other radio companies could doubtless report a similar situation. Those men

know radio technique, or the feel of a radiotelegraph key as well as the Minute Men knew the touch of a flint-lock's trigger; better, perhaps than Paul Revere - silversmith - knew the feel of reins and spurs.

"The war emergency value of the nation-wide group our radio era has made skillful and enthusiastic, is not to be measured solely by the number now in the Reserves. Here is a potential source of the best possible radio communication recruits. The latest FCC report shows 46,850 licensed radio amateurs in the United States - amateurs whose ability and response to civic duty has become traditional in storm, fire, and high water.

"The average age of the American radio amateur is around 32 years. He frequently is in some branch of commercial radio or engineering. To obtain his license and get his name on the FCC roll in Washington, he has passed a stiff examination on the International Morse Code, radio technique, and theory.

"The Navy, working closely with civilian operators, estimates that in a national disaster it could mobilize a network of 2,500 amateur stations within two hours. The Army enlarges its contact through the Army Amateur Radio System, which includes 1,394 operators selected for proficiency. Supervision is exercised by the Chief Signal Officer. Membership is by invitation, without physical examination, pay, or gift of equipment, but with no agreement to serve in war. Members are actuated by eagerness to be ready for disaster relief work, and by their ambition to improve by weekly training in Army methods of radio operation.

"I am sure the spirit of radio men is typical of those in all American industry. Matching the devotion of the little band of pioneer technicians who served the youthful radio of the World War, there are many in the large group, that have proudly helped it through adolescence, who would meet another emergency with the developed radio of the present.

"Radio is today - and probably will always be - the sole means of rapid and reliable two-way communication between elements in the air and on the water, with one another and with points on land. It requires no stringing of wires, sometimes under shell fire. In our Army's motorization and mechanization, radio is indispensable to command coordination. Even in slow-moving situations it is the main reliance when wire lines go out.

"Measuring what our radio industry can do to provide indispensable equipment for military needs is one task of the Army and Navy in their industrial mobilization planning. They are performing the task creditably. Each is cooperating with the other, and with the radio industry. They are learning where they can get radio equipment quickly, with a minimum of overlapping; what kind they can get; how much; and how fast."

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TELEVISION BROADCAST OF CORONATION SUCCESSFUL

The television broadcast of scenes of the coronation procession - pioneering in outdoor "pick-ups" - proved highly successful today, considering the experimental phase of this art, according to a London correspondent of the New York Times.

"It was estimated that 50,000 tele-viewers in an area of 7,500 square miles saw and heard simultaneously marching scenes, images of Queen Mary and Princesses Elizabeth and Margaret Rose in their coach and close-ups of the King and Queen", he wrote.

"A reviewer in The Times of London commented that 'the supreme trial has brought a notable triumph', despite the fact that the image bands sometimes appeared 'thinned' and reflections of light from the glass panels spoiled some of the attempts to make close-ups of occupants of the carriages other than those recorded.

"Today's experiment was sponsored by the British Broadcasting Corporation. Television experiments here believe its success proves the practicability of such broadcasts except for the extraordinary expense involved, as the areas covered are very small and the installation of cables to carry the 'pick-ups' and relay the broadcasts between stations costs about £1,000 a mile. A cable was laid for the coronation broadcast from Alexandra Palace, the studio site, to Hyde Park Corner. A trunk line connecting London and Birmingham is now being constructed. A television receiving set of good quality costs £80.

"Three television cameras were employed. They utilized no films; the views were picked up directly from the procession as it passed over the route to and from Buckingham Palace and Westminster Abbey. The electrical optical devices made possible an instantaneous transmission of the views, as the microphone does of sound.

"In selecting the sites for the television cameras, care had to be exercised so that the electrical 'eyes' would be pointing away from the sun as the shots were made, lest fogging of the views result. It was deemed necessary to keep the cameras within 100 yards of the mobile control vans and stand-by transmitters to guard against emergencies. In addition the positions of the cameras had to be placed so they would be safe from the crowd."

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LAWYERS JOSH HAVANA RADIO CONFERENCE

Official circles are still laughing over the "touching up" the newly formed Federal Communications Bar Association gave to radio affairs at their recent dinner. One of the things which came in for a humorous toasting was the Havana radio conference. This was when Louis Caldwell, President of the Association asked John W. Guider what had been accomplished at Havana.

"First, they decided they liked rum and soda better than they liked Daiquiri cocktails", Mr. Guider replied with a very straight face. "Second, they decided they liked Sans Souci and the Casino and Sloppy Joe's and every form of rhumba, and third -

"I mean, what did they decide at the Conference, Mr. Guider?"

"Oh, you don't understand", Mr. Guider continued seriously. "That wasn't a Conference. They didn't have time to decide anything. That was just a preliminary special meeting to discuss tentatively what subjects should be studied provisionally by the various countries as a possible basis for what might be discussed at another meeting next November. You see, they did agree they all wanted to come back to Havana again and they got the revolutionists to agree to hold off until after they could have another meeting."

"So that was it."

"Yes. You see, it was like this. Canada starts in by saying, 'We want 15 clear exclusive channels;' then Mexico says 'I'll take 23' and Cuba says, 'I only want 5,' which makes more clear channels than there is. Now Tam was still able to add and he's a great diplomat. So he says to Canada and Mex and Cuba, he says, 'I don't care if you take all our clear channels except two because they're a headache anyhow - everybody wanting to duplicate on them - but you've got to let me have two, one on the Mexican border and one on the Canadian border so as to advertise for tourists to come and see the ruins in this country when the present Administration gets through with it. But no, the other countries said you can't have two if you're going to be friends with us and Craven (Chief Engineer of the FCC) says, well, you can have all the clear channels because I'm not sure there'll even by any ruins left but you can't have the regionals and locals too because I've got to take back something for the Commission to regulate. So they just had another drink and that's where the matter stands."

The lawyers then turned their attention to the flock of $7,500 a year "directors", generally understood to be heavily sugar-coated political jobs at the FCC. Horace L. Lohnes said a perplexing question was what the duties of these directors were. "There's a Broadcast Director, and a Telegraph Director, and a Telephone Director. We can't find out what they are there for or what we should see them about." Mr. Lohnes also wanted to know about the Connery resolution "to investigate the radio industry and whitewash the Commission."

John M. Littlepage proposed the admission of Harry C. Butcher and Frank M. Russell, Washington Vice-Presidents of Columbia and National Broadcasting Company respectively as members of the Communications Bar Association.

"Are they lawyers, Mr. Littlepage?" Mr. Caldwell asked.

"No, but they get by with much more than any lawyer does", Mr. Littlepage replied. "I also move the admission of former Commissioner Harold A. Lafount and Emil Hurja for their legal services in getting so much for Arte Bulova."

"There's no need for voting on them", Mr. Caldwell said. "Their right to become members is clear. Any more?"

"Yes, Mr. President, I have a long list of engineers here: Jansky, Gillett, Chambers, McNary, Bailey, Barron, Page, Codley, Wilson and all the rest of them. There is also Bond Geddes and Premier Jack Baldwin. We might as well recognize these fellows and take them in. You can't stop them from practicing law."

Whereupon the radio announcer broke in with "This program comes to you through the courtesy of 'Jimmie Roosevelt's Busy Corner.' Odd jobs traded for Guaranteed Votes on the Court Inflation Plan. For a testimonial as to our effective work, we refer you to the Postmaster General." This referred to President Roosevelt, through his son, James, supplanting the Farley candidate for Secretary of the FCC in favor of the Roosevelt candidate, Thomas J. Slowie, of Iowa, who is reported to have been put in through a Supreme Court trade made by the Administration with the Iowa delegation.

When Mr. Littlepage arose to make a point of order, he was admonished by Mr. Caldwell to "state the point to the recording machine and not to the Commission or any Examiner." Mr. Littlepage and Phil Hennessey, of NBC, got into a wrangle as to which of them should be allowed to make a speech and the former moved that he should be the one.

"Before passing on your motion", Mr. Caldwell said, "I must find out if you are eligible to make a speech before this learned gathering. You must answer two questions. First, are you owned, controlled, leased, managed or operated by a newspaper or other periodical? Second, are you connected, or do you plan to be connected, by wire or wireless with the key station of any network?"

Getting around to "unfinished business", a dig at the Communications Commission for being so far behind in its work was gotten in as George Sutton reported:

"First, I think, is the Brooklyn cases. They are only four years old. You will remember they were continued once because of an indispensable witness who hurt his knee six months before the hearing date and who hasn't been seen down here since then. Sever of the witnesses and lawyers that were originally in these cases are either dead or dying and it would be some

measure of satisfaction to them to know that their work was not in vain. Then there's the Order No. 12 cases. It is just two years ago tonight that those hearings finished and the Telegraph Division kept about forty lawyers busy writing briefs which had to be submitted by July 9, 1935, in order to avoid any delay. There are some incidental matters. For example, the Globe Wireless case. I am told that the Telegraph Division has a trunk load of motions and petitions from Duke Patrick begging them to decide the case so he can get his fee. Then there's the June 15th hearing and the October 5th hearing.

"On the other hand, a great deal of progress has been made. The Broadcast Division decided the Kalamazoo case on its fourth birthday, while, in a burst of speed, the Telegraph Division decided the Aeronautical Radio case in just a few months more than a year after it was heard. This is really remarkable, Mr. President, in view of the way in which the two members of the Telegraph Division have been helping out the Broadcast Division during the past year. Of course, nobody expects the Telephone Division will ever finish the investigation of A. T. & T. They got good life jobs."

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C O R R E C T I O N

It is regretted that a mistake was made in crediting the lines to former Representative Frank D. Scott referring to Commissioners George Henry Payne and Irvin Stewart in the account of the Federal Communications Bar meeting in the last issue. As a matter of fact, it was Paul D. P. Spearman who carried through this part of the skit.

The lines were originally written for Representative Scott but because of an important law case he was trying that day, he was unable to take the time necessary to prepare for the role and his part was assigned to Mr. Spearman. Although Mr. Scott was present at the banquet, he took no part in the Gridiron-like stunts.

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21-YEAR-AGE LIMIT PROPOSED FOR STATION OPERATORS

A bill which would limit the issuance of radio station operator licenses to United States citizens 21 years of age or older was introduced in the Senate this week by Senator Sheppard (D.), of Texas. The measure, which amends Section 303(e) of the Communications Act, authorizes the Federal Communications Commission to waive the age limit provision whenever amateur operators are concerned.

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WLS HINDENBURG RECORDING RADIO'S BIGGEST SCOOP

As time goes on, the feat of Station WLS, of Chicago, recording the heart-rending shreiks and terrifying sounds at the burning of the "Hindenburg" assumes historic proportions and seems to become more and more remarkable.

WLS sent Engineer Charles Nielsen and Announcer Herb Morrison to Lakehurst to make electric transcription of landing of "Hindenburg" to record voice of ship's officers and passengers merely as a matter of news interest, never realizing that such a tragedy would occur. The accident happened as the recording was being made and announced. Although badly shocked and broken up, the engineer continued the recording. It was the biggest scoop in radio broadcasting history. This recording was broadcast by WLS several times last Friday and Saturday, and no doubt will be repeated because of the great public demand to hear it.

"In my opinion, this was the most dramatic broadcast of all time", Commander E. F. McDonald, Jr., of Chicago, declared. "It even overshadows King Edward's abdication speech."

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MACKAY APPEALS FROM FCC RULING IN OSLO CASE

Appealing from a recent decision of the Federal Communications Commission denying it a direct radio-telegraph circuit between the United States and Oslo, Norway, Mackay Radio & Telegraph Co., Inc., yesterday (Thursday) petitioned the United States Court of Appeals in Washington to reverse the ruling and order the FCC to grant the license.

In its complaint, Mackay Radio said denial of its application for a license left the field wholly under the control of R.C.A. Communications, Inc., which was described as having a monopoly.

The Appellate Court was told the FCC opinion denying the license was arbitrary and capricious in many respects and as such was subject to review by the higher courts. It was announced the case would be taken to the United States Supreme Court in the event the Appeals Court does not direct the Commission to grant the permit.

Listing more than a score of reasons wherein the Commission had erred, Mackay Radio, through Donald Richberg and associated counsel, asserted the company had exhausted all its remedies before the Commission and had to seek "relief" in the courts. The final ruling from the Commission was entered April 24 and it is from that the appeal is being sought.

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FREEDOM OF RADIO TO BE GUARDED, SAYS BROWN

"Constitutional guarantees of freedom of speech by radio are to be guarded as carefully as the precious freedom of the press and our present Federal regulation of communications has been conceived with this ideal in mind", Commissioner Thad H. Brown, member of the Federal Communications Commission, told students of the College of Law at Western Reserve University, Cleveland, Ohio, this week in an address on "The Federal Communications Law".

"Federal regulation of communications in the United States may be said to have had its beginning with the passage by Congress in 1866 of the Post Roads Act", he said. "The Wireless Ship Act of 1910, the regulatory Act of 1912, the Radio Act of 1927 and the Communications Act of 1934 constitute the legislation progressively enacted by Congress for the broad regulation of all interstate and foreign electrical communication."

Characterizing radio as a modern Stentor whose voice is heard the length and breadth of the land, Commissioner Brown hailed radio as a great new scientific wonder and said that our greatest error would be not to fully appreciate and make use of the all-encompassing powers which the radio has made possible.

"Legal problems of communication are not really new, nor do they demand an abrupt break with the past", he added. "Careful consideration of the law of communications if of the utmost importance and there is no more pressing question in the whole fabric of our civilization than the determination of wise and judicious control of this socializing instrument."

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EDUCATORS HELD TO BLAME FOR LOSS OF STATIONS

Educators themselves were held to blame for the loss of 100 educational broadcasting stations by S. E. Frost, Jr., of the National Advisory Council on Radio Education, in an address last week at the annual educational radio gathering at Columbus, Ohio.

Mr. Frost pointed out that of the 203 licenses granted educational organizations since 1921, 81 percent were allowed to lapse or were transferred.

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TRADE NOTES

Approval of the request of WJAR, Providence, R. I., for a permit to increase its daytime power from 1 KW to 5 KW was recommended to the Federal Communications Commission this week by Examiner Ralph L. Walker.

The Metropolitan Radio Co., Inc., 940 F St., N.W., Washington, D. C., has agreed to cease representing in advertising or in any other manner that its radio sets have a designated "regular price" or "former price", when, in fact, such designated price is fictitious and much in excess of the price at which the sets are regularly sold in the usual course of trade, according to the Federal Trade Commission. The company also will stop using the words "half-price sale" to imply that the radio sets to which the words refer are offered for sale at a price but one-half that at which the sets are usually sold, when such is not a fact.

Exclusive rights to broadcast eight of the country's outstanding athletic events - the four biggest tennis matches, golf's three greatest tournaments and the Kentucky Derby - were signed by the Columbia Broadcasting System. Ted Husing, Columbia's ace sports announcer, will broadcast these events over CBS during May, June, August, September and October of this year, and in May, 1938.

A favorable report was filed with the Federal Communications Commission this week on an application by Juan Piza, of San Juan, Puerto Rico, for a construction permit to erect and operate a new broadcasting station, using 1500 kc. with 100 watts nighttime and 250 watts daytime, unlimited hours.

The second annual River Vale Radio Golf Tournament will be held Friday, May 21st, at the River Vale Country Club, New Jersey. Artists from the major networks including the Columbia Broadcasting System, the National Broadcasting Company, Mutual and Inter-City will be on hand to compete for the silver trophy on which Columbia, winner of last year's tournament, now holds one leg. Three wins are necessary for permanent possession.

The United States Circuit Court of Appeals in New York this week set aside an award of $115,968 granted in the Federal District Court in Brooklyn last year to Tess Gardella on her complaint that the National Broadcasting Company had allowed an imposter to broadcast as "Aunt Jemima", when as a matter of fact she had been using that name for years on stage and air, and was the only one who had a right to use it.

Negotiations between spokesmen for strikers and officials at the Philadelphia plants of the Philco Radio & Television Corporation and the Philadelphia Storage Battery Co. were still under way on Friday of this week. No developments had occurred, it was reported.

Examiner P. W. Seward this week recommended to the Federal Communications Commission that KDON, Del Monte, Calif., be granted authority to transfer from 1210 to 1400 kc. and increase its power from 100 watts to 250 watts nighttime and 1 KW daytime. At the same time he advised denial of the application of the Salinas Newspapers, Inc., Salinas, Calif., for a permit to build and operate a station on 1390 kc. with 250 watts daytime.

The American radio, free of government control or domination, is a tremendous weapon against the fear and ignorance which destroy democratic forms of government, Lenox R. Lohr, President of the National Broadcasting Company, declared yesterday (Thursday) in an address before the annual convention of the American Red Cross.

"It is in this field of freedom of expression", said Mr. Lohr, "that our American system finds its greatest advantage over those of most foreign countries. That you cannot have such freedom of expression by a government controlled or dominated radio is amply demonstrated by the fact that such freedom does not exist in any nation where such domination prevails."

Perhaps in the same boat with many another, Station WMAL in Washington advertised that they would rebroadcast a recording of the Coronation ceremonies last Wednesday night. The station duly received, as promised, the recordings from the New York office. The transcription ran exactly seven hours! Even though they were rushed to Washington by airplane, it was impossible for the WMAL staff to sort out the pertinent portions in time for the 10 o'clock period. Rather than present the full seven hours, with awkward interpolations and explanations, the whole broadcast was called off.

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AIRLINE TERMINALS TO USE 5,000 WATTS RADIO POWER

Use of 5,000 watts at communication division terminals of airlines was authorized this week by the Federal Communications Commission in anticipation of the use of larger planes, making longer flights in the near future. Ground stations are now limited to 1,000 watts. The new rule specifies that such power may be used "on condition that the operating frequency is maintained within 0.02 percent of the assigned frequency and that suitable filters are embodied in the equipment to limit the frequency band of emission to five kilocycles."

The new maximum power will double the ground stations' signal strength, according to Major B. L. White of the Commercial Broadcasting Division of the Commission.

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PANNILL AWARDED MEDAL BY BELGIAN KING

Charles J. Pannill, President of the Radiomarine Corporation of America, a Fellow in the Institute of Radio Engineers and a member of the Society of Naval Architects and Marine Engineers, was awarded the medal of Chevalier de l'Ordre de Leopold by H. M. the King of the Belgians in an informal ceremony in the RCA Building, New York City, Thursday. The decoration was presented by Henry Mali, the Belgian Consul.

The award was made by decree of King Leopold in recognition of Mr. Pannill's long continued activities in the promotion of efficient radio communication at sea. Mr. Pannill for several years has been an active member of the Comite International Radio-Maritime with its Scientific Centre at Brussels, which has been instrumental in securing many improvements in the radio service and equipment on foreign and American ships. Two years ago he was elected Executive Vice-President of the Comite International Radio-Maritime.

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TELEVISION VIEWS ENLARGED IN SHOW FOR ENGINEERS

Foreshadowing the day when television may be used on a large scale for public entertainment, a "projector gun", which enlarges images from a few inches to eight or ten feet, or 2,600 times their original size, was demonstrated this week in New York City at the closing session of the Institute of Radio Engineers.

The demonstration was regarded by the radio engineers as indicative of what the future may hold for television when the electron projector gun and other devices are applied to enlarge moving objects. When projected on a screen three by four feet, the brightness of the view was said by those who demonstrated the equipment to approximate closely the brilliance of the average home movie. When enlarged to the eight-by-ten-foot size, the view, which was the head of a girl, was clear to persons nearly 100 feet away from the screen. The picture was of greenish hue, but the contrasts were such as to evoke loud praise from the radio men.

Dr. R. R. Law, who discussed and demonstrated the device, which he called a "high current electron gun for projection kinescopes", emphasized that the "gun" was in the early stages of its development and far from the form in which it may later appear as an integral part of a television receiver for home or theatre. He said that it was "yet too early to say if this is the 'gun' which will be used in the final television projection machine.' and further emphasized that the demonstration was not a radio or television display but merely a laboratory test designed to show the projection properties of the equipment. The picture enlarged was 1.8 by 2.4 inches. No flicker was visible on the screen.

"Projection is only a small part of the complete television problem or system", Dr. Law concluded. "What we have shown here is only the 'gun' and what it will do with a still picture."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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No. 1029

May 18, 1937.

TELEVISION TODAY FOR SUCKERS ONLY, SAYS McDONALD

Talking before one thousand distributors assembled in Chicago for the Annual Distributors' Convention of the Zenith Radio Corporation, Commander E. F. McDonald, Jr., President of the Company, voiced a strong criticism of what he said was "the recent misleading wave of publicity, pretending to indicate that television continues to be 'just around the corner.'"

"Television is still just around the corner for stock salesmen only", declared Commander McDonald. "It is 'just around the corner' for the suckers who believe these salesmen when they say that television is about to become an immediate home practicality. Hundreds of thousands of dollars have already been taken away from optimistic investors in television stock schemes, and it is high time the public is told the truth."

Commander McDonald further stated that television is still a considerable distance away, called attention to the numerous difficulties still standing in the way of placing a television receiver in the average home and pointed out that even with the finest of laboratory equipment, the experts have been unable to project television more than a few miles through the ether. In addition, he went on, any motor car operating in the vicinity of a television receiver interferes at present, with reception of the picture. Therapeutic machines used in hospitals and doctors' offices have the same effect. All these troubles must be cured, he averred, before television becomes practical in the transmission end, and as for the receiving end, engineering is still a long way from its object.

"We began making our own television experiments a considerable time ago", continued Commander McDonald. "In the Zenith Laboratories we have a corps of expert television engineers, supported by the latest up-to-the-minute equipment. I can tell you from first hand experience that the present machinery of television will have to be fundamentally altered and greatly improved to give reasonable satisfaction. It is true that laboratory equipment is sending 'pictures' or eye views for short distances, and they are being received with reasonable clarity, but the difference between working with expensive and complicated equipment in the laboratory and of manufacturing in quantity an inexpensive home receiver, is tremendous. And even were we able to surmount that difficulty, the unsolved problems of transmission are still staring us in the face."

Commander McDonald pointed out further that these television experiments of his company reminded him of his early experiments with short wave, and called attention to the first long distance short wave voice broadcast which he made from Donald B. MacMillan's Arctic Schooner, the "Bowdoin", anchored off the coast of Greenland in the harbor of Etah, Greenland, within 11 degrees of the North Pole, to Lieut. Commander Fred Schnell, who had been dispatched on the U.S.S. "Seattle" to Tasmania, in the Southern Hemisphere, half way around the world, to pick up the voices speeding through the ether. Singing Eskimos were put on the microphone at that time, and according to official navy reports made by Commander Schnell, came through beautifully over such a long distance for the first time in history.

"Our short wave broadcasts at that time", concluded Commander McDonald, "were much more practical than any television transmissions in their present stages. That was fourteen years ago and it took short wave reception ten years to reach the home radio stage. Television may look for an equal or comparable period of experimental development."

"The question of who is to pay for television entertainment, is another problem to be solved. No practical way of linking advertising with the 'movies' has as yet been put into practice, and it is problematical whether the advertiser of the future can successfully link televised programs to his commercial announcements. I don't say television is not coming. I do say that in its present state of the art it is far from a state of development where it can be placed into the homes of the country."

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COAXIAL CABLE TESTS SUCCESSFUL, ENGINEER REPORTS

Little has been heard recently about the coaxial cable that was laid between New York and Philadelphia last year and which was looked upon as a possible key to television transmission. E. I. Green, of Bell Telephone Laboratories, writing in the May issue of the "Bell Laboratories Record", reports that satisfactory progress is being made, nevertheless.

"Preliminary test conversations have been held over the system, both between New York and Philadelphia and also over a circuit looped back and forth at the terminals to give a total length of 3800 miles. In general, the results thus far obtained have been in accordance with expectations, and no insurmountable barriers have appeared which would prevent the successful application of such systems in the future. Much work remains to be done, however, before coaxial systems suitable for general commercial service can be produced."

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RADIO CARRIERS MEET CUT IN TELEGRAPH RATES

Simultaneous with an announcement by the Telegraph Division of the Federal Communications Commission on Monday that the principal telegraph companies had cut rates $3,000,000, R.C.A. Communications, Inc., and the Mackay Radio & Telegraph Co. filed reductions under the wire carriers.

The radio rates are based on the same principle as those of the telegraph companies, a FCC statement said, "except that the charge is based on a minimum of 30 words, which charge is the same as the charge for 25 words over the wire carriers, and the additional groups are in units of six words instead of five words each."

W. A. Winterbottom, Vice-President and General Manager of R.C.A. Communications, Inc. explained that the new night letter classification, which is to be effective June 1st, is revolutionary in that it permits the transmission by radio telegraph of medium length letters, orders and other communications now being forwarded by mail, at no greater cost than the former night letter. The present night message classification is to be discontinued.

The extent of these rate reductions is reflected in the following examples: the cost of a 30 word night letter between New York and Chicago is lowered from 60¢ to 42¢, 100 words from $1.00 to 81¢ and 120 words from $1.20 to 90¢. From New York to the principal Pacific Coast cities night letters of 30 words are reduced from 96¢ to 50¢, 100 words from $2.00 to $1.48, and 120 words from $2.40 to $1.70. The night letter rates between other cities served by the RCA system are proportionately reduced.

The new telegraph tariffs become effective June 1st and will result in reductions to the American public of $3,000,000 a year, according to estimates of the carriers. These reductions came about as a result of the conference method of regulation and provide for the lowest overnight rates in the history of American telegraphy.

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The total number of registered German owners of radio receiving sets on February 1, 1937, amounted to 8,348,130, or 101,991 listeners more than at the beginning of the preceding month, which represents an increase of 1.2 percent. Of the total number of listeners, 621,589 were freed from the payment of the monthly radio fee.

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FIVE NEW STATIONS RECOMMENDED BY EXAMINERS

Issuance of construction permits for five new broadcasting stations in scattered points of the country were recommended to the Federal Communications Commission this week by Examiners.

Examiner George H. Hill submitted a favorable report on the application of the Asheville Daily News for a permit to operate on 1370 kc. with 100 watts power, unlimited time. A previous report, making the same recommendation, was filed last Fall, but affidavits charging mis-statement of facts caused the FCC to make a supplementary inquiry.

The Central Broadcasting Corporation, of Centralia, Wash., was given a favorable recommendation by Examiner John P. Bramhall. It asked for 1440 kc. with 500 watts power, unlimited hours.

The third application was from the Okmulgee Broadcasting Corporation, of Okmulgee, Okla. It is for 1210 kc. with 100 watts power, daytime operation.

Examiner Melvin H. Dalberg advised that the application of Allen T. Simmons, of Mansfield, O., for a permit to operate on 780 kc. with 1 KW, daytime, be granted and that the request of the Sharon Herald Broadcasting Co., of Sharon, Pa., for the same facilities be denied.

A new station for San Diego, Calif., for operation on 1200 kc. with 100 watts power, daytime, was recommended by Examiner P. W. Seward. The applicant is the Pacific Acceptance Corp.

Examiner Seward recommended that the application of KADA, Ada, Okla., for authority to increase its operating time from daytime to unlimited be granted.

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INDIAN POTENTATE BUYS COSTLIEST RADIO SETS

Two radio sets, believed to be the costliest ever constructed, are on their way to India, destined for the palace of the Maharaja of Patiala, according to the U. S. Trade Commissioner at Calcutta. They were built in England, with luxurious cabinets inlaid with rare woods, designed according to the Maharaja's own specifications. The control knobs and the dial holder are made of carved ivory. The cabinet's front and back are inlaid with equal beauty and give a luxurious appearance viewed in any position. Each set rests on a chromium tray with leather handles by which the apparatus can be easily moved in the halls of the palace. The reception of the sets is guaranteed to be the best available under Indian conditions.

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SENATE ORDERS RECORD IN RCA-MACKAY OSLO CASE

Upon motion of Senator Borah (R.), of Idaho, the Senate on Monday adopted a resolution ordering the Federal Communications Commission to submit a complete record of the proceedings in the application of the Mackay Radio & Telegraph Company for authority to establish a communications office at Oslo, Norway.

Senator Borah, in asking for immediate action on the resolution after introducing it, explained that he believed the FCC's action contrary to communications law, but he added:

"I may reach a different conclusion after I know all the facts and after the Commission shall have made its report."

Mackay last week filed an appeal from the Commission's decision, reached after a prolonged hearing and consideration. The Mackay application was rejected on the ground that R.C.A. Communications, Inc., already serves the territory adequately.

Mackay has raised a cry of "monopoly" against RCA, while RCA has insisted that it would be in the interest of the United States to have a single radio communication circuit to important world centers in case of war or other emergency.

Had Mackay won a favorable decision on its Oslo application, it planned to apply for permission to establish points of communication at other strategic cities where RCA now has offices.

The Senate resolution reads as follows:

"Resolved, That the Federal Communications Commission be, and the same is hereby, requested to send to the Senate as soon as practicable the record, or copies of the record, and all data and facts relative to the application of the Mackay Radio & Telegraph Co., Inc., for modification of licenses to add Oslo, Norway, as a point of communication; and also any decisions or written opinions touching the allowance, or disallowance, of said application.

"Secondly, that the Commission be, and the same is hereby, requested to state the law and the facts upon which its decisions or opinions were rendered relative to said application."

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REAPPOINTMENT OF COMMISSIONER STEWART EXPECTED

Dr. Irvin Stewart, Chairman of the Telegraph Division of the Federal Communications Commission, is expected to be reappointed shortly before his term expires on June 30th. No opposition to the reappointment is foreseen.

Majority Leader Rayburn, of the House of Representatives, who is Dr. Stewart's Congressional sponsor, stated this week that he is sure that Dr. Stewart will be retained.

The youngest member of the FCC and one of its liberals, Dr. Stewart has frequently been critical of broadcasting policies of the Commission. He was a merit appointee three years ago, when he joined the FCC. His new appointment will be for the customary seven years.

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PUBLISHER ORGANS DIFFER ON RADIO ROLE AT "HINDENBURG"

Radio was both praised and criticized in publisher organs this week for its handling of news of the "Hindenburg" disaster.

Editor & Publisher, in discussing newspaper coverage of the event paused to point out that broadcasting stations were not on hand when the blast occurred.

"Radio stations missed the scoop of the century by not having made preparations to give a spot news broadcast of the ship's arrival", it observed. "However, an announcer from WLS, Chicago, was on the scene making a routine recording of the airship's arrival. The description was so good that NBC broke a 10-year rigid rule and allowed a recording to be broadcast over a nation-wide hookup on Friday."

Newsdom looked at the matter in a different light.

"Radio stations generally came through gloriously on their treatment of the 'Hindenburg' disaster. Many newspaper executives have frequently expressed the opinion that in times of sudden crisis, radio's ability to get the news across to the air audience and give a full, on-the-spot running story, would be tested sorely. The 'Hindenburg' explosion proved beyond doubt that modern radio has so systematized itself that it now can not only get the story, but can get it with amazing swiftness, thoroughness and accuracy.

"All the major networks sent transmitting outfits to the scene of the disaster and broadcast vivid eye-witness reports, explanations of probable causes by airport officials, and, strange as it would have seemed not so long ago, stories by newspapermen and press photographers."

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TRADE NOTES

Station KOB, Albuquerque, N. M., whose affiliation with the National Broadcasting Company was announced last February, will become an optional outlet available to either the Pacific Coast NBC-Blue or NBC-Red Network on June 15th.

The Federal Trade Commission has issued an order to cease and desist against Standard Distributors, Inc., and its President, Louis H. Gellar, both of 114 East Thirty-Second Street, New York City, prohibiting certain unfair methods of competition in violation of Section 5 of the Federal Trade Commission Act. In the sale of radios, food beaters, food mixers, or other articles, the respondents are directed to stop furnishing or selling any device or paraphernalia which is to be used, or which may be used, in the distribution of such articles by means of a lottery scheme, lottery sales plan, game of chance, or gift enterprise.

A Bolivian executive order has removed the import prohibitions against an extensive list of products including, among others, radios valued at less than $50. The decree further provides that the prohibitions against imports of certain other goods and articles, including radios valued at more than $50 shall remain in force.

A new radio broadcasting station began operations in Panama City on April 1st. The station is located in the Herrera Building on Central Avenue and the equipment described as home-made is said to consist mostly of Thoradason parts. Broadcasting is at present from 12 M to 1 P.M. and from 8 P.M. to 10 daily. Call letters ar HP5H, frequency kilocycles 6122, wave length meters 49, power watts 300, operator and address -"Voice of the People", leased to the Panama American (daily newspaper).

Ceremonies inaugurating radio-telephone service between the United States and China will be held tomorrow (Wednesday) in the office of Secretary of State in Washington and in the Palace Hotel in Shanghai.

A Central Children's radio station is being built in Kharkov, Soviet Republic. Children themselves are taking part in the installation of the equipment.

U. S. Assistant Trade Commissioner Lestrade Brown, Paris, advises that negotiations are taking place between the Minister of postal Service, Telegraphs and Telephones and the Minister of Colonial Affairs, concerning the setting up of a radio broadcasting station in French Indo-China.

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IOWA LAW PROTECTS STATIONS FROM LIBEL SUITS

Iowa radio stations are protected against libel suits arising from "ad libbed" remarks of a defamatory nature uttered by political speakers and others under terms of a bill signed by Governor Nelson G. Kraschel. The new law specifies that stations are protected against such suits for damages if they first "exercise due care to prevent the publication or utterance of such statements in such broadcast."

The bill was introduced by Representative Dewey Goode of Davis County and was passed and signed with little public notice. A section of the law refers to non-applicability to any present suits.

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CHINA PLANS DEVELOPMENT OF RADIO AND TELEPHONE COMMUNICATIONS

A three-year plan for the further development of industry and communications within the Kwantung Province, China, has been drawn up and is now being considered by the Provincial government, according to a report from Vice Consul W. L. Parker, Canton, made public by the Transportation Division, Department of Commerce.

Among other things, the plan provides for an extensive development of long distance radio and wire telephone systems. It is expected that about $1,500,000 (Chinese Currency) will be expended during the first year of the plan in establishing commercial telephone communication between Canton and other localities in China.

Approximately $1,900,000 (Chinese Currency) will be expended during the second year of the plan for the development of long distance telephone systems in all districts along the West River. The plans are as yet incomplete for the second year and no plans have been worked out for the third yeard, according to the report.

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WALKER HEAD OF FCC HEARING SECTION

Ralph L. Walker, transferred two weeks ago from the Examiners' staff of the Federal Communications Commission to the Law Department, has been made chief of the Hearing Section of the Broadcast Division of the latter department, according to an announcement by Hampson Gary, General Counsel. He will report to George B. Porter, Assistant General Counsel. //

Mr. Walker heads a group of lawyers appearing at broadcast hearings for the FCC. The Hearing Section also embraces investigation and prosecution of criminal proceedings for the FCC. The post is a newly-created one.

Mr. Walker has been with the Communications Commission since its creation and was one of the first attorneys on the old Radio Commission, having joined it in 1928, a year after it began operation. Coincident with his transfer to the Legal Department last month, Tyler Berry, attorney in the Law Department, was transferred to the Examiners' staff. //

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I. T. & T. INCOME FOR 1936 $1,500,000 ABOVE 1935

The International Telephone & Telegraph Company's net income for 1936 amounted to $4,009,103 as compared with $2,553,013 for 1935, according to a report made this week to I. T. & T. stockholders. This figure does not include income from Spanish subsidiaries.

"Sales by manufacturing subsidiaries approached record amounts during 1936, topped only by the peak sales of 1930", the report states. "Revenues of telephone, cable and radio operating subsidiaries also showed substantial increases over revenues for the year 1935. Reports received to date indicate a continuation of the improved trend in 1937.

"This steady and encouraging improvement in earnings was general except in the case of the subsidiaries located in Spain. The effect on the Corporation's Spanish investments of the civil war in that country, cannot be determined at this time."

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ZENITH INTRODUCES NEW LINE

The three-day Zenith convention in Chicago last week was climaxed by a dinner and entertainment and followed by a mass trip through the new Zenith factory.

Zenith, for the coming year, has gone distinctly "armchair" having placed twelve of the chairside models in the new line, ranging in list price from $29.95 for a full sized floor design, to $185.00, and containing from 5 to 15 tubes. The complete line runs from $19.95 to $750.00, and embraces sixty-five models of all descriptions running from five to twenty-five tubes.

Within this comprehensive line are included four phonograph combinations, two radio bars and 8 farm or battery models; also three period or traditional furniture models; the last mentioned in the higher priced brackets.

Zenith's three most important innovations are an entirely new Robot or power dial set-up which simplifies all tuning immensely; "Electric Automatic Tuning", in which a motor takes over the job of tuning, and a farm radio line with a "Hi-Line" switch that can be thrown instantaneously for either 6 volt battery or 110 volt power line operation.

The new Robot dial is a highly ingenious affair, is big and black in accordance with the vogue set by Zenith three seasons ago, and is framed by an escutcheon in the form of an "ovalized triangle". The standard broadcast, foreign and domestic commercial short wave, -- and the police, amateur and aviation bands have been placed on three separate dials, which are brought into view, one at a time, by the manipulation of a three-position "Robot Wave Band Selector". Each dial is thus greatly simplified, and the crowding of the entire complement of bands on a single dial heretofore found on radio sets, is eliminated entirely.

To tune on these dials, the operator has merely to press the "Robot Self Starter" to either the left or the right, This sets a synchronous motor in operation, and the needle travels around the dial automatically. As a part of the system, Zenith has provided the purchaser with a set of "Local Station Indicators" or "Dial-Logs" which can be slipped on the dial without the aid of service man, and which serve to identify the tuning positions of favorite stations selected by the user. In addition station call letters are printed on the standard broadcast dial. Another innovation separates the volume switch from the on-and-off control, permitting the set to be turned off without disturbing the volume setting in the process.

The Convention was addressed by E. F. McDonald, Jr., President of Zenith; Hugh Robertson, Vice-President and Treasurer, E. A. Tracey, Vice-President in Charge of Sales and other members of the organization.

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NEBRASKA ACT OUTLAWS THE ASCAP

Attorney General Richard C. Hunter said Monday night he was unable to determine what steps would be taken to enforce the act outlawing the American Society of Compoers, Authors and Publishers in Nebraska "until I read it."

The law, signed by Gov. R. L. Cochran yesterday (Monday) despite protestations of opponents that the measure was unconstitutional, became effective at once.

Senator Frank J. Brady, who introduced the measure, accused the A.S.C.A.P. of conducting a "reign of terror" to collect fees from radio stations, theaters, hotels, restaurants and clubs.

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"NEWS PIRACY" CHARGED IN REPLY TO TRANSRADIO SUIT

Charging that the Transradio Press Service, Inc., and Radio News Associated, Inc., are "news rustlers" and "pirates", attorneys for the 17 defendants in the Transradio suit for $1,700,000 alleging conspiracy in restraint of trade filed an affidavit and notice of motion at the first hearing of the case in U. S. District Court in New York last week for leave to take depositions of witnesses who live at a greater distance than 100 miles from New York and for an extension of time for this undertaking.

The motion was based upon an affidavit of Sidney D. L. Jackson, Jr., of Baker, Hostetler, Sidlo & Patterson, Cleveland, general counsel for the United Press Associations; Hugh Baillie, Roy Howard, and G. B. Parker, and filed by DeWitt, VanAken & Moynihan, New York counsel. It stated that on investigation of the plaintiffs' organization "we are now in possession of information with respect to that matter which will have a material bearing upon the issues of the case and will tend to negative the allegations in plaintiffs' bill that the news disseminated by plaintiffs resulted from the efforts of their own correspondents and not from pirated news gathered by the defendant press associations or newspapers."

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No. 1030

SEGAL AND SMITH FACE SUSPENSION IN DRASTIC FCC ORDER

Culminating an investigation of alleged irregularities in legal practice before the Federal Communications Commission, the FCC on Thursday adopted a drastic order calling upon Paul M. Segal and George S. Smith, prominent Washington radio attorneys, to show cause why they should not be suspended and disbarred from practice before the Commission.

The lawyers are charged with having set up a dummy applicant in order to defeat other applicants for facilities before the Commission. They are allowed 31 days to file answers under oath to the charges.

While the special committee headed by Commissioner George Henry Payne initiated its inquiry primarily because of charges made against Smith, it also investigated other complaints and implicated Segal as well as Smith in its findings.

Segal denied that his conduct in connection with the matter in question had not been entirely proper and consistent with a sound administration of law and further stated that he had had no opportunity to relate the facts to the investigation committee prior to the recent and present publicity.

Smith had previously been reprimanded for inserting affidavits in FCC files in violation of Commission rules. A docket clerk who assisted him was transferred to another division of the FCC.

The committee which made the inquiry included Commissioners Thad H. Brown and Paul A. Walker, as well as Commissioner Payne. The text of the FCC order is as follows:

"Whereas, The Commission having conducted an investigation into the facts and circumstances concerning the alleged unauthorized and unlawful interpolation of documents into the records of the Commission in the case of Richard M. Casto, Docket 4212, and having inquired into the demeanor, good faith and conduct of Paul M. Segal and George S. Smith, attorneys for the said Richard M. Casto, in the making and prosecution of the application in the said case: and

"Whereas, the Commission having further inquired into the demeanor, good faith and conduct of said Paul M. Segal and George S. Smith in connection with the organization of and filing of applications with the Commission by or for the Palmer Broadcasting Syndicate, Inc., and

"It appearing that the demeanor, good faith, and conduct of the said Paul M. Segal and George S. Smith may constitute unbecoming, unethical and unprofessional conduct and demeanor as practitioners before this Commission; may constitute concealment in obtaining admission to practice before the Commission of material facts with reference to their legal qualifications, professional standing, character or integrity; or may constitute a violation of their oaths taken upon admission to practice before the Federal Communications Commission, that they would demean themselves as practitioners before the Commission uprightly and according to law, and that they would support the Constitution of the United States and would conform to the Rules and Regulations of the Commission, and

"It appearing that charges should be preferred against the said Paul M. Segal and George S. Smith, affording them an opportunity to be heard as to why they and each of them should not be suspended, disbarred, or their right to practice before the Commission revoked, or their further appearance as attorneys before this Commission should not be prohibited;

"It is ordered, that charges be and they hereby are preferred by the Commission against the said Paul M. Segal and George S. Smith for alleged unbecoming, unethical and unprofessional conduct and demeanor; for the alleged concealment in obtaining admission to practice before this Commission of material facts with reference to their legal qualifications, professional standing, character or integrity; or for the alleged violation of their oaths taken upon admission to practice before the Federal Communications Commission, that they would demean themselves as practitioners before the Commission uprightly and according to law, that they would support the Constitution of the United States and would conform to the Rules and Regulations of the Commission, in the following particulars, to wit:

"1. That the said Paul M. Segal and George S. Smith did, on or about the 9th day of December, 1936, knowingly and with intention to deceive, interpolate, or aid and abet in the interpolation of, certain signed and notarized depositions into the files of the Commission in the case of Richard M. Casto, Docket 4212, contrary to the Rules and Regulations of the Commission.

"2. That the said Paul M. Segal and George S. Smith did represent said Richard M. Casto in the preparation and filing of his application for a radio station construction permit and in hearings before this Commission on such application, all of which was done with the knowledge that the said Richard M. Casto was not the true applicant, that he did not own the funds as represented, and that he was a subterfuge or

"2. (Cont'd) dummy applicant for another person, or persons, all of which was done to deceive and mislead the Commission in its consideration of the said application and other applications; and to hinder and delay other applicants from obtaining or operating under authorizations of this Commission.

"3. That the said Paul M. Segal and George S. Smith did conceive, organize and cause to be chartered the Palmer Broadcasting Syndicate, Inc., for the purpose of using said Palmer Broadcasting Syndicate, Inc., as a dummy applicant for authorizations from the Commission, and for the purpose of deceiving and misleading this Commission in its consideration of applications to be filed by the Palmer Broadcasting Syndicate and applications of other applicants, and to hinder and delay other applicants in obtaining or operating under authorizations of this Commission.

"4. That the said Paul M. Segal and George S. Smith did knowingly and with the intention to deceive have the said Palmer Broadcasting Syndicate, Inc., file applications before the Commission for stations or construction permits at Portland, Maine, Lewiston, Maine, and Cheyenne, Wyoming, for the purpose of deceiving and misleading the Commission in its consideration of said applications and applications of other applicants, and to hinder and delay other applicants in obtaining or operating under authorizations of this Commission.

"It is further ordered, That the said Paul M. Segal and George S. Smith shall file with the Commission within thirty-one days from the date hereof, their several answers under oath to the foregoing charges, which shall include a statement as to whether they wish to appear and be heard thereon.

"It is further ordered, That the Commission enter upon a hearing, at a time and place hereafter to be fixed, to determine the truth or falsity of the said charges, and to determine whether the said Paul M. Segal and George S. Smith and each of them should be suspended, disbarred, their right to practice before the Commission revoked, or their further appearance as attorneys before this Commission prohibited."

A statement issued by Paul M. Segal regarding the disbarment proceedings reads as follows:

"Telegraph Commissioner George H. Payne after a preliminary investigation of which he had charge has requested that the Federal Communications Commission hear evidence on charges of improprieties on the part of my associate George S. Smith and myself.

"Of course, the Commission in the face of such charges owes it to itself to hear the testimony and find out the facts. The proceeding by way of citation for disbarment is the only formal proceeding available for this purpose under the Commission's regulations.

"Both Mr. Smith and I are confident that our conduct as practitioners and lawyers will bear any scrutiny by the Commission or by any of the courts before which we have practiced for many years. We also feel certain that Commissioner Payne's colleagues on the Federal Communications Commission will give us a prompt and fair hearing and the vindication to which we are entitled. We intend to give every cooperation.

"In the instance of Mr. Smith, matters of which he is accused have been thoroughly investigated in a previous informal proceeding by the full Commission, after which a letter was written him which, although it reprimanded him, said in part:

> "...we do not find that you should be cited to show cause why you should not be disbarred or suspended from practice before this Commission."

"As for the accusation against me, my conduct in connection with the matter has been entirely proper and consistent with a sound administration of law. The most simple explanation on my part will show this. I can only express regret - and I feel that Commissioner Payne's colleagues have not been told - that I have had no opportunity to relate the facts to the investigating committee headed by Commissioner Payne prior to the recent and present publicity. Had I been extended an opportunity to clear up the facts for the committee I am sure the disbarment proceedings would not have been brought.

"On May 3, 1937, a Commission attorney told me over the telephone that I would be given an opportunity to appear before Commissioner Payne's committee; he agreed to telephone back to make definite arrangements for my appearance; I have not heard from him."

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One aftermath of the "Hindenburg" disaster was recounted at the Navy Department this week, recalling that an amateur radio fan frequently reported the destruction of the "Hindenburg" during its trips last year.

The man, a radio experimenter in Chicago, called the Navy on at least three occasions last Summer, reporting that he had just picked up an SOS from the "Hindenburg" while it was over the ocean. Officers could not recall his name, as no record of his reports was available, and added he had not sent in a message during the only crossing this year.

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"MONOPOLY" FEARED IN TRANSFER OF STATION TO NEWSPAPER

Expressing apprehension that the transfer of WREN, Lawrence, Kans. to the Kansas City Star "would be a step in the direction of monopoly", Examiner George H. Hill this week submitted an adverse report to the Federal Communications Commission.

The Kansas City Star had arranged to buy the station for $295,000 and had put up an option of $30,000. Station WREN is 22 miles from Kansas City, operates with power of 1,000 watts at nighttime and 5,000 watts in daytime, and delivers a satisfactory signal to Kansas City, Mo.

Although the newspaper is admittedly a pioneer in broadcasting, the Examiner pointed out that the transfer "would place in the hands of the largest newspaper in Kansas City, two of the largest stations now serving this area, and would remove from the Kansas City area a formidable competitor."

The Kansas City Star first became actively interested in broadcasting as early as January, 1922, the report states, and began operating its station a few months after KDKA, in Pittsburgh, went on the air. It now operates Station WDAF on 610 kc. with 1 KW nighttime power, and 5 KW daytime power.

"Up until September 21, 1925, no commercial programs had been broadcast by Station WDAF, and it was not until several years later that the station was put on a paying basis", the report states. "It was shown that approximately $200,000 was expended by the Kansas City Star Company in the operation of Station WDAF without any direct return on the investment. The company has kept abreast of technical developments in the radio art and has operated the station efficiently.

"The present construction program of Station WDAF involves an expenditure of from $125,000 to $135,000."

Discussing the proposed purchase price, Examiner Hill said:

"It is apparent that approximately 77% of the proposed purchase price would represent what the transferee contends is 'good will' or 'going concern' value, while approximately 23% of the purchase price would represent what the appraiser for the applicant designates as sound value of the property sold to a going concern. Since the record discloses that Station WREN has been operated at a loss in excess of $37,000 during the period it has operated, it is difficult to understand how the station can be operated so as to earn a reasonable return (which is fixed by the transferee at 10% or more of the purchase price) on an investment of $295,000, and in addition furnish radio service in the public interest. Therefore, should the applica-

tion be granted, the existing rates for time on Station WREN must be increased or additional time must be sold in order to bring a fair return on the proposed investment of the Kansas City Star Company, and either an increase in existing rates or the sale of additional time may adversely affect public interest."

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ZENITH CONVENTION ORDERS JUMP TO $12,000,000

With the signing up of more than $12,000,000 worth of business at the annual Zenith Radio Corporation distributors' meeting, unprecedented in its history this company, just getting into its stride at the new Chicago plant, expects to turn out a maximum of 10,500 radio receivers in eight hours.

"The enthusiasm with which the new 1938 Receivers were accepted is evidenced by initial orders placed by Zenith distributors for immediate delivery totaling $12,234,920 at factory prices, believed to be the largest volume ever booked by any radio manufacturer at a distributor convention", Commander E. F. McDonald, Jr., said. "These initial orders are principally for dealers' stocks and display purposes, and indicate what the demand for the Zenith line may be during the coming season.

"The above figures of orders taken at the distributors' convention just closed are approximately three times the $4,187,384 of initial orders placed at the corresponding Zenith Convention a year ago. Further evidence of growth is shown by the fact that two years ago, Zenith Retail Dealers numbered 3,500. A year ago this had increased to 13,000 and at present Zenith has over 20,000 dealers handling its products in the United States. It is also sold in 97 foreign countries.

"Because of the steadily increasing public acceptance of the company's products, the above large orders were to some extent anticipated and production scheduled accordingly. Shipments against these initial orders have already begun and should be completed by August 1.

"During the past year the Company did not at any time have any distress merchandise and there were no cut-rate sales or price reductions. To that same end Zenith will continue to rigidly control production this year."

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TWO ADDITIONAL CHANNELS RECOMMENDED FOR RCA

Allocation of two additional point-to-point radio channels to R.C.A. Communications, Inc., was recommended to the Federal Communications Commission this week by Examiner R. H. Hyde. The channels specified are 2776 and 2780 kc.

The Examiner found that the additional frequencies are necessary for RCA to maintain service between New York and Washington, New York and Boston, and San Francisco and Los Angeles. He stated that frequencies now used by RCA are adaptable to night service for these areas and that the company has been forced to use leased wires for some of its business.

"The frequency of 2770 kc is employed by the Labor Department Immigration and Naturalization Bureau", the Examiner pointed out", for service along the Canadian border. No interference would be caused to this service under present conditions, but the fact that the border service may be extended to the Mexican boundary suggests the remote possibility that some conflict might develop later between the two services in the vicinity of Los Angeles. This same frequency of 2770 kc is also employed by the Interior Department, National Park Service, but existing geographical and frequency separations appear to be adequate to prevent interference to that service. It also appears that the separations with respect to Naval Reserve Stations operating on 2772 kc at Key West and Seattle are adequate to prevent objectionable interference.

"From examination of all the evidence relative to the question, it appears improbable that the proposed use of the frequencies of 2776 and 2780 kc. would cause interference to any existing service.

"The applicant proposed to employ the frequency of 2776 kc for communication from San Francisco (Bolinas) to Los Angeles and by duplication of the use of the frequency for communication from Washington, D. C. to New York City, and to employ the frequency of 2780 kc for communication from Boston to New York City. These frequencies, which are lower in the spectrum than the frequencies available for use at the applicant's San Francisco, Washington, D. C. and Boston stations under present licenses, excepting the temporary assignment of 2776 kc to the Washington station, are requested by the applicant for the purpose of improving existing service from San Francisco to Los Angeles and from Washington and Boston to New York. The lowest frequency available to the applicant under present licenses for service from San Francisco to Los Angeles is 4550 kc.; the lowest available at Washington under a regular license is 5105 kc; and the lowest available at Boston for service to New York is 5180 kc. The frequency of 3275 kc is licensed to the Boston Station WQEL, but cannot be used for service to New York because of its use in service from New York to Washington."

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FTC ORDER HITS DEALERS IN RADIO SETS

A group of manufacturers of and dealers in radio sets and radio parts, located principally in Washington, Philadelphia and in New York and vicinity, has been ordered by the Federal Trade Commission to cease and desist from unfair methods of competition in the interstate sale of their products. The order also is directed against two companies manufacturing and selling escutcheons and name plates for use on radio products.

The order prohibits the respondents from using as marks or brands on their products certain well-known and long established names of other manufacturers and dealers in the radio and like industries without consent of the lawful owners of such names.

According to findings in the case, among the names, brands and symbols adopted and used by the respondents, without authority from the owners, are Marconi, Edison, Bell, Victor, Majestic and Brunswick, and the letters R.C.A. and G.E., standing alone or with other words, or colorable imitations or simulations thereof.

Metal Etching Corporation, 1001 Essex St., Brooklyn, and M. Hermann, an officer of the company, and Crowe Name Plate and Manufacturing Co., 1479 Grace St., Chicago, and its officers, E. C. Coolidge and I. Robinson Smith, are ordered to discontinue selling or distributing escutcheons and name plates bearing the trade-marks and names in question to manufacturers, assemblers or dealers in radio products, except to the owners of such trade names or marks, or to the licensees of the owners.

The order further directs that the respondent manufacturers of and dealers in radio products cease representing, directly or indirectly, through use of trade names or marks of which they are not the owners, and without the permission of the lawful owners, that such products are those manufactured, sold, endorsed or licensed by the late Thomas A. Edison, Thomas A. Edison, Inc., American Telephone & Telegraph Co., Western Electric Co., Marconi Wireless Telegraph Company of America, Radio Corporation of America, Victor Talking Machine Co., Brunswick-Balke-Collender Co., Warner Brothers Pictures, Inc., and its subsidiary, Brunswick Radio Corporation, Grigsby-Grunow Co., or Majestic Radio and Television Corporation, and General Electric Co.

The respondent manufacturers of radio products and dealers who are ordered to cease and desist from unfair methods of competition, together with their officers or agents, are: Knight Electric Co., Inc., Temple Electric Corporation, Acme Radio Corporation, Pirate Radio Corporation, and Gillet Radio Corporation, all of 16 Hudson St., New York City, and their officers, Eric Houser, David I. Morrison, A. M. Frank, Arthur and Charles Dreher, and Ruth Wasserman; Harvard Radio Tube

Testing Stations of Pennsylvania, Inc., 208 North Broad St., Philadelphia, and Julius M. Schoenberg; Ross Distributing Co., 2020 Chancellor St., Philadelphia, and Larry B. Ross; Sun Radio and Service & Supply Corporation, 938 F St., Washington and Emanuel Rosenweig; Schiller Bros., Inc., 922 F St., Washington, and Louis S. Schiller; Petter Robbins, trading as Robbins Radio Co., and as Ambassador Radio Co., 940 F St., Washington, and F. C. Scruggs, trading as Call Radio Co., 636 H St., N.E., Washington.

The complaint was dismissed as to the following respondent companies and their officers for the reason that there was no evidence to establish the allegations made against them: Etched Products Corporation, Long Island City, New York; and Albert Nierenberg and Walter H. Miller; Electro Chemical Engraving Co., New York City, and F. E. Switzer, N. L. Jacobus, Robert Schlesinger, Julius Erdoes and L. S. Southwick; Premier Metal Etching Co., Long Island City, New York, and Herbert Pape, Karl D. Johnson, Ernest A. Rottach and Hugo Lehrfeld; and Leon C. Sacks, Charles Johannes, Morris A. Weiner and J. R. Rosenberg.

The case was closed without prejudice as to Radio Products Corporation, Franklin Sales and Distributing Co., Inc., and S. Buchman.

According to findings in the case, all the respondents except those concerning whom the complaint was dismissed or the case closed without prejudice, cooperated among themselves and with one another to deceive the public and to compete unfairly with other manufacturers and dealers in radio products.

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NEW STATION AUTHORIZED; ANOTHER IS RECOMMENDED

The Federal Communications Commission this week issued a construction permit for the building of a new broadcasting station at Greenville, Texas, by the Hunt Broadcasting Association. The facilities to be used are 1200 kc. with 100 watts power, daytime.

Simultaneously, Examiner Robert L. Irwin recommended that the application of the Northwest Publishing Co., of Danville, Ill., be granted a construction permit to build and operate a station on 1500 kc. with 250 watts daytime subject to approval of a transmitter site by the FCC.

The Northwestern Publishing Co. is a subsidiary of the Gannett chain of newspapers. It publishes the Danville Commercial News.

Stations already owned or controlled by the Gannett Company are: WHEC, at Rochester, New York, and WTHT, at Hartford, Connecticut. The company also owns 40% of the stock of the Olean Times-Herald, which owns WHDL, at Olean, New York. It also owns all the stock of the Press Company, and the latter company in turn owns 25% each of the stock of Stations WOKO and WABY. The Elmira Star-Gazette is solely owned by the Gannett Company, and the paper handles all the programs of Station WEST under a contract with Cornell University.

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SOME RADIO LAWYERS RUINING PROFESSION, PAYNE SAYS

An attack on some of Washington's radio lawyers by Commissioner George Henry Payne in an address before the National Lawyers' Guild in New York recently was disclosed this week when the text of the address was published in the Congressional Record.

As no advance copies of the address were distributed to the press and little publicity was given to the speech when it was delivered, the Record scored a "scoop" when it carried Commissioner Payne's address under an extension of remarks of Senator Alben W. Barkley (D.), of Kentucky.

While the speech was made prior to the dinner of the Federal Communications Commission Bar Association, at which Commissioner Payne was lampooned, its publication this week served as an answer by the New York Progressive Republican.

Highlights of Commissioner Payne's address follow:

"It was Sidney Smith who said that there is nothing of which nature has been more bountiful than poets. They swarm, he said, like the spawn of codfish, with a vicious fecundity. Had the reverend doctor lived in Washington in our day, when a new and lucrative industry is forging ahead with cyclonic fury, he would have concluded, I fear, that poets are, as to lawyers, a mild and not unpleasant itch in the face of a devastating plague.

"It was remarked one day by a fellow Communications Commissioner that it was impossible to go out into the hall of the Federal Communications Commission's offices in Washington without stepping on a few radio lawyers. I would not say a word in disparagement of the many fine men who have a profession and legal interest in the regulations of the industries coming under the Federal Communications Commission, but just as you have found it is necessary to organize for law reform in the broader and larger field, so reforms among those guilty of champertous practices will be necessary in Washington.

"In no field is there a greater need for broad and humane consideration of the problems that confront us than in that section of the law that devotes itself to radio. The enormous future, the prospects of wonderful discoveries and developments, make this new art, industry, and science the most attractive of activities. With 27,000,000 receiving sets in existence, practically covering the homes of the country, the responsibility of the men solving its law problems is unique.

"How much or how little time there is given among the radio lawyers to weighing this responsibility I would not venture to guess, but I do know that able men of hich character, and leaders of what is known as the Federal Communications Commission Bar Association, have come to me to say that certain men are ruining the profession. Then they add, rather pitifully, that they can't do anything about it because no one has the courage to come forward.

"The other day an attorney was found to have changed documents in the docket room concerning a case before the Commission through the weakness of a young employee. It was Joseph Choate who said that there are two kinds of lawyers - those who know the law and those who know the judge. Now, they say in Washington that the two kinds are those who know the law and those who know the docket clerk.

"It is all rather pitiful; but there is hope. Hope, indeed, when out of the welter of selfishness there is courage and idealism enough to organize such a movement as yours - a truly historic event."

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RADIO-PHONE BETWEEN U. S. AND CHINA OPENED

Mrs. Franklin D. Roosevelt participated in a ceremony on Wednesday opening a Bell System radio telephone circuit between the United States and China. The exchange was between Washington and Shanghai.

Formal greetings were exchanged by Secretary Hull and Dr. Wang Chung-hui, Minister of Foreign Affairs of China and acting president of Executive Yuan.

The reception over nearly 10,000 miles of wire and radio circuits over the Bell System was exceptionally clear. All the conversation was in English. The ceremony was held in the Office of Secretary Hull and in China at the Palace Hotel in Shanghai.

Among others who conversed between the two countries were A. S. Prall, Chairman of the Federal Communications Commission and General Yu Fei-peng, Chinese Minister of Communications; Secretary Hull and Nelson T. Johnson, Ambassador to China; Dr. Sao-ke Alfred Sze, Ambassador to the United States, and Dr. Want; and T. G. Miller, Vice-President of the American Telephone & Telegraph Co. and Peng Shueh-pei, Vice Minister of Communications of China.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

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May 25, 1937.

U. S. SHORT-WAVE STATION ON WEST COAST IS ADVISED

While an Examiner of the Federal Communications Commission was deliberating the application of General Electric Company for authority to construct a short-wave transmitting station on the Pacific Coast, the need of such a transmitter was called to the attention of the U. S. Commerce Department by the American Trade Commissioner at Shanghai.

A hearing was held last week on General Electric's request for a permit to build a station to operate on the same frequencies as its Schenectady stations, W2XAD and W2XAF, with a transmitter located near Belmont, California.

Because of the difference in time between California and New York, the applicant pointed out, the western station would not reduce the operating time of the eastern transmitters.

Reception in China of short wave radio programs originating in the United States varies from fair to extremely bad and it is believed that a suitable short-wave transmitting station must be erected on the Pacific Coast with a specially directed beam to that part of the world if the reception is to be improved. U. S. Trade Commissioner A. Viola Smith, Shanghai, advised the Department of Commerce.

English language radio programs for the Far East have for several years been regularly broadcast from France, Germany and Great Britain and world news services in English are heard daily in Shanghai from Australia, England, Germany, Russia, Japan and Italy while a weekly news service broadcast weekly by the League of Nations at Geneva is heard locally, the Trade Commissioner reported.

The use of different wave lengths at different times of the day and different seasons of the year suitable to reception in the Far East has been very successfully utilized by Great Britain in broadcasting from Daventry, the report states.

Most of the foreign stations received in China vary their transmitting times according to daylight-darkness distribution and the season of the year in order to obtain the most favorable broadcasting conditions, it was stated.

While China's 400,000,000 population is eighty percent illiterate, the literate population of that country approximates 80,000,000 persons most of whom are within the

higher purchasing power group and many of this group, including quite a few American-educated Chinese, would be ready listeners were American programs made available to them, the report states.

It is lamentable, the Trade Commissioner reported, that American radio programs are not heard in China and the Far East since the reception thereof would result in mutual benefits to the countries involved.

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U. S. ANNOUNCERS CHUCKLE OVER BBC'S DISCOMFITURE

American radio announcers and even broadcasting executives were getting some good chuckles last week out of the discomfiture of officials of the British Broadcasting Corporation.

As BBC announcers ordinarily are much more dignified and proper in their language than U. S. announcers, the slip-up at a fleet review in Spithead created international interest. Whereas the most celebrated boners of American announcers are subject to word-of-mouth stories, the BBC incident was carried by the press associations.

Lieut. Commdr. Tom Woodrooffee, retired, was the commentator who created a sensation by blubbering "the fleet is all lit up" as he tried to describe a naval review. The BBC finally broke into the broadcast with an announcement that listeners were being taken back to the Carleton Hotel for dance music.

Woodrooffee explained that he was emotionally overcome.

One of the follow-up stories from London stated that BBC announcers hereafter may travel in pairs so that if one is similarly overcome, the other may carry on.

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The Cleveland Public Schools are planning the installation of an ultra-shortwave transmitter to be used in reaching all of the schools in their system. Considerable study has been given to this proposal both as regards its effectiveness and the costs of installation. It is probable that a single receiving set will be installed in each school building so that programs can be distributed within the building over the existing public address system. All broadcasting by the Cleveland Public Schools is designed for classroom reception.

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further purchasing power gross and net of this group, including that made a few American-operated fisheries, would be large. Literary were American products made available to them, the report states.

It is lamentable, the Trade Commissioner reported, that American radio programs are not heard in China and the Far East since the reception thereof would result in added benefits to the countries involved.

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U. S. ANNOUNCERS CHUCKLE OVER BRIG'S DISCOMFITURE

American radio announcers and even broadcasting executives were getting some good chuckles last week out of the discomfiture of officials of the British Broadcasting Corporation.

As BBC directors probably are more sure (definitely more proper in their language than U. S. announcers) are that it's a fleet review in Spithead crowded international interest, [illegible] the most celebrated boxer of American [illegible] subject to word-of-mouth stories, the BBC limited [illegible] partial by the press associations.

Lieut. Commdr. Tom Woodroffe, [illegible] commentator who created sensation by blackening the [illegible] all in "[illegible]" [illegible] a [illegible] finally broke into the [illegible] with an announcement that [illegible] being taken back to the Spithead hotel for [illegible].

Woodroffe explained that he was [illegible] with [illegible]

The [illegible] of the following stories from London stated that [illegible] announcers hereafter may travel in style so that if one is [illegible] overcome, the other may [illegible].

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The Cleveland Public Schools are planning the installation of an air-conditioning [illegible] to be used in operating [illegible] of the schools in their system. [illegible] to this proposed [illegible] the state of installation. It is probable that a single [illegible] will be installed in each school building to [illegible] the [illegible] in the classrooms over the [illegible] radio [illegible]. All broadcasting by the [illegible] radio schools in Cleveland [illegible].

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RECORD ATTENDANCE SEEN AT RMA CONVENTION

The largest radio gathering in five years is assured at Chicago for a week beginning June 8th, for the thirteenth annual Convention of the Radio Manufacturers' Association and the National Radio Manufacturers Parts Trade Show at the Stevens Hotel, according to Bond Geddes, Executive Vice-President. The fifth annual convention of the Institute of Radio Service Men also will be held the same week. Scheduled are many interesting programs, social and entertainment events, committee and group meetings for discussion of industry problems. A radio golf tournament also is an added attraction.

The RMA convention will be held Tuesday and Wednesday, June 8-9, closing with the annual radio industry banquet, another "RMA Cabaret", Wednesday evening, June 9th. The National Parts Trade Show will open Thursday, June 10th, and exhibit space has been enlarged to 136 booths, the largest radio exhibition since the industry trade show of RMA was held in 1932. The parts show, June 10-13, is sponsored jointly by the RMA and the Sales Managers Club. The Radio Industries Golf Tournament will be held Thursday, June 10th.

The RMA Entertainment Committee in charge of the "RMA Cabaret", etc. consists of A. S. Wells, Chairman; Paul V. Galvin, Peter L. Jensen and James S. Knowlson.

President Leslie F. Muter will preside at the RMA convention. An innovation this year will be an RMA membership luncheon at 12:30 Tuesday, June 8th, and immediately following the annual business meeting of the Association will be held. Annual addresses and reports will be made by President Muter, Treasurer Fred D. Williams, and Chairmen of all RMA Divisions. There will be an address by Judge John W. Van Allen, of Buffalo, General Counsel of RMA. Many RMA Divisions, Committee and group meetings will be held, and there will be two meetings of the RMA Board of Directors, including annual elections of officers and Directors of the Association.

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NEW STATION FOR TROY, N. Y., RECOMMENDED TO FCC

The granting of a permit to the Troy Broadcasting Co., of Troy, N. Y., for building and operating a broadcasting station on 950 kc. with 1 KW power, daytime, was recommended to the Federal Communications Commission this week by Examiner George H. Hill.

Examiner P. W. Seward recommended that WHBB, of Selma, Ala., be authorized to increase its operating teim from daytime to unlimited and assign its license to the Selma Broadcasting Co.

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AMATEURS MAKE TESTS IN 5-METER WAVE BAND

Always pioneers, radio amateurs in the Northeast this week were engaged in an elaborate series of tests in the new and little-developed five-meter band. The experiments were centered on two high peaks in the Bristol Hills, just south of Canandaigua, N. Y.

At many points in the Eastern United States and Canada, other amateurs, tuned their receivers in an effort to compile helpful technical data on ultra-short waves and particularly the recently developed portable transmitters and receivers.

The instruments are similar to those designed for use by newspaper reporters in regions where wires are not immediately accessible or are cut off by storm or flood.

Stations W8EBS, operated by William F. Bellor, of Rochester; W8AGU, Erwin J. Schaffer of Penfield, and W8NCM, Francis L. Sherwood of East Rochester, were set up on Warden Hill, west of Canandaigua Lake in Ontario County, whose summit is 2,140 feet above sea level.

E. Willis Stratton of Rochester, operator of Station W8MU, placed his portable station atop Bare Hill, on the east side of the lake.

Ernest R. Roy, operator of W8XH, The Buffalo Evening News short-wave experimental station, was ready to establish communication with the portable broadcasters from his own station W8RV.

Listening posts were set up by amateur operators in many cities and towns. There was one atop Hotel Statler, Buffalo, and others were at Clearfield, Pa.; Toronto, Syracuse, Elmira, Niagara Falls and New York City.

Operators took their receivers to high elevations in an effort to pick up the signals.

Information received from listeners will be compiled and forwarded to the American Radio Relay League at Hartford.

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In New Jersey a proposal for a State-owned and operated non-commercial radio station to be devoted in part to educational programs has been approved by the State Advisory Committee on Public Recreation.

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D. C. MAN GETS FAVORABLE REPORT FOR MARYLAND PERMIT

The application of a resident of Washington, D. C., for a permit to build and operate a broadcasting station in Salisbury, Md., was given a favorable report this week by Chief Examiner Davis G. Arnold in a recommendation to the Federal Communications Commission.

The applicant, Frank M. Stearns, a dealer in gas and oil and insurance, asked for assignment on 1200 kc. with 250 watts power, daytime. Although Mr. Stearns has never lived in Salisbury, the report points out, he intends to establish his residence there if the application is granted. He has had no previous experience in the radio field.

Salisbury is a town of about 11,000 and is located near the geographical center of the Delaware-Maryland-Virginia peninsula.

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CHINA EXPANDING USE OF RADIO IN EDUCATION

Estimates of the total number of tube and crystal radio receiving sets in China proper vary greatly with the more conservative estimates placing the number at 300,000 of which approximately 50,000 are in the Shanghai area, A. Viola Smith, American Trade Commissioner, Shanghai, has just reported to the Bureau of Foreign and Domestic Commerce.

The expansion in the use of radio throughout China proper during the past two years has been very marked. This expansion is particularly evidenced by the network of bamboo poles and antennae wires to be seen on the humblest of buildings in small villages throughout the country.

Official reports indicate that 2,000 radio receiving sets were installed in primary and middle schools and in mass education enters in 24 provinces during 1936 in keeping with the program of the Ministry of Education to reduce illiteracy, the Trade Commissioner reported.

Approximately 200 students which have been recommended by various provinces and municipalities were enrolled in a special class which was recently opened by the Ministry of Education to train radio and motion picture operators. Plans are now being formulated for a course in advance radio broadcast work. A limited number of students of university standing will be enrolled in the class. After a period of training these persons will be detailed to various provinces and municipalities to supervise the administrative and technical work relative to the educational broadcast program, according to the report.

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SHORT-WAVE TRAP FOR SPEEDERS PROVES EFFECTIVE

Kansas City has taken to measuring excess automobile speed with the radio short-wave and apparently is finding it good, according to the St. Louis (Mo.) Globe Democrat. In its early application, the measurement is acceptable as sound evidence in traffic court and there is very little, if any, bickering on the part of automobilists who are caught in the short-wave net. Ordinary evidence, in which opinion and the speedometer of a police motor usually takes high part, is thus bolstered by science. A car passes a given point in the attention of police officers and if it passes another given point in less than so many seconds that car is speeding and there is very little left to argue about.

Indeed, it seems that the arresting officers in Kansas City are liberal in their timing and in their measurements, making it quite certain that the speed law of the city has been violated when the short-wave evidence says it has. So when an automobile driver is haled into court, accused of having speeded from point to point at a rate of say 41 miles an hour where only 35 miles is permitted under ordinance provisions, it is certain that his rate of travel is in excess of rather than under the evidence submitted.

As the plan functions, the Police Department determines on a trial course without emphasizing its presence. The short-wave radio sets - under license authority of the Federal Communications Bureau - are set up 770 feet apart. If a car passes one station at what appears to be a speeding pace, the other station is notified and stop watches determine whether the car in question arrives opposite the second radio post short of the 14 seconds permitted. If it does, a conveniently placed motor-cycle policeman catches the speeder and makes the arrest and produces the soul-less radio-measured evidence in court.

The fairness of the evidence thus provided is shown by the fact that an automobile would average 55 feet per second in traversing a measured distance of 770 feet in 14 seconds, while to break the law in fact and exceed the speed of 35 miles permitted by law in Kansas City the vehicle would have to travel only a little better than 51 feet a second, or make the measured course in approximately 15 seconds. So the 4 excess feet per second and the one second in violation of the law is in favor of the speeding motorist and not on the side of the evidence, as it might be.

The liberality on the side of certainty seems to have struck a responsive chord in the hearts of first offenders. Most of them appeared in court in good humor and paid their fines on the spot.

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RADIO EXPORTS WELL ABOVE LAST YEAR

Radio exports last March increased 17 percent, according to the U. S. Bureau of Foreign and Domestic Commerce, despite a decrease in receiving set exports, but with large increases in tubes and parts. Total exports last March were $2,608,360, compared with $2,229,717 in March, 1936. The radio export increase for the first quarter of 1937 was 24.1 percent.

For the first quarter of 1937, total radio exports were $7,568,319, against $6,098,083 in the first three months of 1936. This included 164,914 sets valued at $4,211,765 in the 1937 first quarter, against 150,929 sets valued at $3,719,044 in the first quarter of 1936.

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RECEPTION OF U. S. LONG WAVE STATIONS POOR IN ENGLAND

The average reception of North American medium-wave stations in Great Britain was not very good during the past Winter, although occasionally, conditions were favorable, a correspondent writes in World-Radio. South American reception, on the other hand, was frequently good for long periods, he adds.

"In September, numbers of strong American signals were received every time an attempt was made to span the Atlantic", the writer continues. "Mixed bags of North and South Americans were the rule, with WCAU, WOR, and LR1 the most readily available stations. Earlyin October, the North American group faded right away, and for several weeks LR1, LR3, and their fellow South American broadcasters were the sole audible representatives of the New World.

"The United States and Canadian stations were again heard at good signal strength earlyin November, but only for a very few days. On occasions their fade-out was not complete: there remained tantalizingly weak carriers that promised to become intelligible signals but never did. On about November 23 unusually large spots appeared on the sun. Possibly it was a coincidence, but from that date reception was better, and WCAU, WOR, etc. were received at good volume before midnight. Once again the period of good reception was short, and after the 28th the strength of North American signals again became mediocre. However, the South Americans, with LR1 still the loudest, continued to make themselves heard with regularity.

"The next period of first-class reception conditions began about December 16th, when Lowell Thomas, Amos 'n' Andy, and the rest stepped up from the short waves to send their voices powerfully across the ocean via WBZ, WTIC, etc. There

were also audible a medly of programs not rebroadcast, on wavelengths between 10 and 200 meters. These included a short symphony concert from WLWL; negro spirituals from WPG; boxing commentaries from WAAB; descriptions of ice-hockey matches from CJSB; and the offerings of WHN, WNEW, etc. Even with reception conditions so favorable, WLW, the 500 KW Cincinnati giant, was never a good signal. Indeed, WHAS, operating with 50 KW in Louisville, a hundred miles beyond Cincinnati, was easier to receive. After the 23rd, conditions began to deteriorate.

Only twice during February and March - on February 20 and March 18 - were the United States stations received reasonably well. South American reception was also rather moderate during these two months. At the time of writing - early April - the season is making a dying kick, distant KNX, Hollywood, as well as WCAU, WOR, etc., having been heard recently.

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TRADE NOTES

President Roosevelt's signature made law last week of legislation "modernizing" requirements for radio equipment on ships. In adopting the requirements of the 1929 International Convention on Safety of Life at Sea, the new law sets radio standards for more than 600 ships not covered by previously existing statutes.

The motion made by attorneys for the 17 defendants in the $1,700,000 restraint of trade suit by Transradio Press, Inc., and Radio News Association, Inc., for leave to take depositions of witnesses who live at a greater distance than 100 miles from New York and for an extension of time for this undertaking was denied last week by United States District Judge John W. Clancy, in New York.

Internal Revenue Bureau collections of the Federal five percent excise tax on radio and phonograph apparatus in April, 1937, were $331,618.50, an increase of three percent over the collections of $321,006.84 in April, 1936.

The "March of Time" is being transcribed in French in three half-hour recordings for broadcast to radio listeners in France. The project is under the supervision of Jean Masson, Program Editor of Radio Luxembourg, in cooperation with Time, Inc.

Marked curtailment during February in radio industry production was due "primarily to seasonal slackening of activities" according to the February report of the U. S. Bureau of Labor Statistics just released. There was a decrease of 8.8 percent in February radio employment following a decrease of 7.8 percent during the previous month of January. However, the February employment was 5.3 percent above that of February, 1936, and the February employment index figure was 170.6 percent compared with 186.8 percent during the previous month of January.

An increase in the operating hours of WSAU, Wasau, Wis., from daytime to unlimited on 1370 kc. with 100 watts power was recommended to the Federal Communications Commission last week by Examiner P. W. Seward.

"Way is gradually being paved for the stock of the Columbia network to go on the big board", Variety reported last week. "It is figured that it will have that listing by the end of July. Application for the web's latest financial move has not as yet been filed with the Securities Exchange Commission. Nor have the newly engraved certificates been received from the printer."

A new and revised continuity schedule for the National Broadcasting Company's Thesaurus service of transcribed programs will go into effect June 21st. The revision will bring the output of transcribed programs up to 15 different shows weekly. The entire schedule fills more than eighteen and one-quarter hours of broadcasting per week.

Walter Stiles, Jr., amateur radio operator of Coudersport, Pa., has been selected by a Board of five distinguished judges for the William S. Paley Amateur Radio Award and Mr. Paley presented the award to Mr. Stiles at a luncheon at the Waldorf-Astoria Hotel, New York City, Monday, May 24th. Anning S. Prall, Chairman of the Federal Communications Commission, joined Mr. Paley in paying glowing tribute to Stiles and to the 47,000 amateur operators in this country and Canada for the public service they perform in times of national emergency.

Kenneth B. Warner, Executive Secretary of the American Radio Relay League, spoke on behalf of his organization in accepting permanent custodianship of the trophy symbolizing the award to Stiles. The speakers were heard over a nation-wide network of the Columbia Broadcasting System.

The Chattanooga Times has filed with the Federal Communications Commission an application to construct and operate a radio broadcast station on a frequency of 1,120 kc., 500 watts night and 1,000 watts day, on unlimited time. The Times requests the station be known as WASO, for the late Adolph S. Ochs.

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RCA TO ADVERTISE IN 200 METROPOLITAN DAILIES

Resumption of national newspaper advertising in nearly 200 metropolitan dailies, starting in June, as part of a greatly increased advertising program on RCA Victor radio and phonograph sets, was announced in Chicago last week at the annual convention of RCA executives and wholesalers.

The company will also continue its cooperative dealer and distributor newspaper campaign, according to Thomas F. Joyce, Advertising Manager. The campaign on phonographs will stress technical and artistic advances in disc records during recent years while the public has been busy listening to radio. Magazines and farm papers will also be used. Lord and Thomas handles the account.

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MARKET FOR RADIO IN CUBA IMPROVING

Cuba imported more than a million dollars worth of radio sets, tubes, parts and accessories from the United States in 1936 and prospects are exceedingly bright for the present year, according to Assistant American Commercial Attache Charles H. Ducote, Havana, in a report published by the Electrical Division, Department of Commerce.

The trade in radio sets, tubes and parts makes up the most important section of the electrical goods market in the island, the report states, and during 1936 accounted for about 38 percent of the total imports.

American manufacturers dominate the market, although some receiving sets of Dutch origin are being sold. Imports of radio apparatus from the United States show seasonal characteristics, the highest imports being in the month of December. Practically all the important manufacturers of radio apparatus in the United States are represented in the Cuban market and, consequently, the competition is active and keen, according to the report.

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GILMAN OPENS HOLLYWOOD OFFICE FOR NBC

The rise of Hollywood as a source of national network programs and NBC's contemplated building project there have made it necessary that Don E. Gilman, Vice-President of NBC's Western division, be located at the film capital, it was announced in New York this week by Lenox R. Lohr, President of the National Broadcasting Company.

"This does not mean that Mr. Gilman will abandon his San Francisco offices", stated Mr. Lorh. "The National Broadcasting Company has no intention of curtailing its San Francisco activities, and Mr. Gilman will continue to spend a considerable portion of his time in that city. San Francisco is one of the four cities in the United States in which the National Broadcasting Company operates two broadcasting stations, and the major part of our sales and accounting activities for West Coast operation is centered there.

"The great increase in radio program production in Hollywood, however, has made it advisable that Mr. Gilman establish his residence there. This will enable him to devote a greater amount of personal attention to the interests of the millions of listeners NBC now serves from Hollywood, and to our plans for providing the finest broadcasting facilities to keep pace with the program production in that city."

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PRESS ADVERTISING CANCELLED FOR RADIO CAMPAIGN

Approximately 85 newspapers throughout the East and Middle West have been notified of cancellation of an all-Summer schedule of color comic-section advertising for Huskies, new dry cereal of General Foods Corporation, according to Editor & Publisher.

"The notice of cancellation, sent out by Benton & Bowles advertising agency, New York, said this action was taken because General Foods had just signed up Robert (Believe It or Not) Ripley for a radio program, which 'forces revision of the budget', the article stated.

"The notice, which costs the newspapers from a few hundred to several thousand dollars each, brought bitter comments from some newspaper men.

"One pointed out that 'newspapers made Ripley' only to find that on the radio he is now their competitor for advertising appropriations. This was cited as only one instance of complications that grow from adaptation of newspaper features to radio.

"General Foods introduced Huskies a year ago in black-and-white advertising in the East and Middle West. The color comic program this year has already begun in some newspapers. It included eight to eighteen insertions of half or tabloid pages."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF MAY 28, 1937

No. 1032

NOTE: THERE WILL BE NO ISSUE OF THE LETTER ON TUESDAY, JUNE 1ST SINCE THE GOVERNMENT DEPARTMENTS ARE TO BE CLOSED UNTIL THAT DATE.

LIBERAL BLOC ON FCC REDUCED AS STEWART RESIGNS

The minority liberal bloc on the Federal Communications Commission was reduced this week with the unexpected announcement of Dr. Irvin Stewart, Vice Chairman and head of the Telegraph Division, that he would not be a candidate for reappointment.

Along with Commissioner George Henry Payne, Dr. Stewart has been one of the severest critics of the broadcasting policies of the Commission. His reappointment for a seven year term was assured, and no opposition was expected to his confirmation.

He will, after June 30th, when his term as Commissioner expires, assume the post of Director in immediate charge of activities of the Committee on Scientific Aids to Learning, which was set up by the National Research Council.

Dr. Stewart said the primary object of the new committee would be to "find methods by which advances of science can be applied to learning." The committee will have its headquarters in New York City.

Dr. Stewart has served on the Federal Communications Commission for about three years and his reappointment at the expiration of his term on June 30th had been expected. He has notified President Roosevelt that he will not be a candidate.

Serving on the new committee will be Dr. James B. Conant, President of Harvard University, Chairman; Vannevar Bush, Dean of the School of Engineering, Massachusetts Institute of Technology; L. D. Coffman, President of the University of Minnesota; Frank B. Jewett, President of the Bell Telephone Laboratories; Ben D. Wood, Associate Professor of Collegiate Educational Research, Columbia University; Bethuel M. Webster of New York, Secretary, and Ludvig Hektoen, Chairman of the National Research Council, member ex-officio.

The National Advisory Council on Radio in Education, which has been in existence for six years, will make a report soon to serve as a basis for some of the studies of the new committee.

"The purpose of the committee", said the Council's announcement, "is to canvass, and to report to the Council, the extent to which and means by which certain methods, data, materials and products of science are and may be applied to learning."

Experts will be retained to make special studies in the fields of radio, sound recording and reproduction, motion pictures, and others. A number of persons will be invited to serve as consultants.

Dr. Stewart was appointed by President Roosevelt in 1934 for a three-year term. A Texan, he had been in the State Department previous to selection for a post on the newly created Communications Commission. During his service with the Commission, Dr. Stewart has been particularly active in studying regulatory procedure with regard to telephone and telegraph services.

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NO OUTSTANDING CANDIDATE FOR STEWART'S JOB RUMORED

Although many names are being discussed as possible candidates for the $10,000 a year job being relinquished by Dr. Irvin Stewart, Vice Chairman of the Federal Communications Commission, rumors so far have been indefinite and scattered.

Indications are that even President Roosevelt was taken unawares by Dr. Stewart's decision not to be a candidate for reappointment and that consequently he has had not had an opportunity to survey the field of prospective successors.

The general belief in informed circles, however, is that the President will select a man of good reputation and recognized ability, probably with liberal tendencies, in view of the criticism that has been directed at the Commission in recent months.

Among the possibilities who are being discussed in broadcasting circles is Hampson Gary now General Counsel of the FCC, who stepped off the Commission at the time Anning S. Prall was named. At the time of Mr. Prall's appointment, President Roosevelt is reported to have thanked Mr. Gary and to have said he hoped to see him back on the Commission some time later.

Two former Representatives, Swagar Sherley and D. J. Driscoll have been mentioned, but it is doubtful whether either would take the job. Mr. Sherley, formerly of Louisville, was one of the group that made a survey of radio regulation prior to the creation of the FCC and is close to the President. He declined an offer to be Director of the Budget, however.

Mr. Driscoll made a reputation last year by his part in the exposure of fake telegrams during the inquiries that proceeded the passage of the Utility Holding Company Act. He now is Chairman of the Pennsylvania Public Service Commission, and it is believed he has no desire to return to Washington politics.

Representative Fritz Lanham, of Texas, has been suggested also. As Dr. Stewart was from Texas, Representative Lanham would keep the South representation on the FCC. In addition, he probably would swing a large congressional backing. He is, moreover, a friend of Gene Buck, President of the American Society of Composers, Authors and Publishers.

Two other FCC officials who have been mentioned, are T.A.M. Craven, Chief Engineer, and Carl Arnold, Assistant General Counsel in charge of telegraph matters.

As Dr. Stewart's present term expires on June 30th, the President's choice probably will be made within the next fortnight.

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FCC BAR RULE HITS LAWYERS WHO PROMISE "INFLUENCE"

The Federal Communications Bar Association this week adopted an amendment to its canon of ethics denouncing the practice of some radio attorneys who promise clients that they will be able to exercise unusual influence on the Commissioners or FCC employees.

The action comes on the heels of sharp criticism of certain radio attorneys by George Henry Payne, who charged during a recent New York address that a few radio lawyers were ruining the profession in Washington.

The text of the Federal Communications Bar Association's rule, adopted upon recommendation of the Committee on Professional Ethics and Grievances, of which Ralph A. Van Orsdel is Chairman, follows:

> "It is improper for a lawyer to represent, or cause to be represented, or knowingly to permit any other person to make such representation in his behalf, that he is able, or, if employed, intends, to secure favorable action from the Commission or any division, member or employee thereof, on a basis other than on the merits of the case to be presented and in accordance with the rules, regulations and practices governing presentation to or action on such cases, whether because of such attorney's prior employment by or other connection with the Commission or because, for any other reason whatsoever, he is in a position to exert, or to cause to be exerted, influence calculated or intended to bring about such action."

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TELEVISION WILL NEVER SERVE ENTIRE U. S., SAYS NBC OFFICIAL

Large portions of the United States will have to rely solely on radio for their entertainment out of the ether as television, even when fully developed, will be unable to serve the total area of the country, according to C. W. Farrier, television co-ordinator of the National Broadcasting Company.

Speaking today (Friday) before New York Advertising Club, Mr. Farrier analyzed "The Present Status of Television." His address follows, in part:

"At the present time, several experimental transmitters are being tested under operating conditions in this country. Abroad, where the public is less exacting, transmitters sending pictures of less definition than some of the experimental transmitters in our country are sending out regular programs and receiving sets are being sold to the public.

"Certain standards of transmission, which may be expected to meet the exacting demands of the American public, have been tentatively proposed by the Radio Manufacturers' Association. One of the transmitters built according to these standards is now being tested by experimental operation in the New York area. This transmitter was built by the Radio Corporation of America's Manufacturing Company and is installed in the tower of the Empire State Building. It is being operated by the National Broadcasting Company. The experimental programs are fed to the transmitter from special studios in the RCA Building in Rockefeller Center.

"Approximately seventy-five receiving sets have been built and distributed over the metropolitan area in the homes of the executives and engineers of the RCA group of companies. The operation of these sets, together with the program reception conditions at each point, are being carefully watched and studied. As operating defects in the system develop, they are being corrected.

"Data now available seems to point out that reliable reception of the television signals is limited to points which can be seen by a person who is standing so that his eye level is that of the sending antennae. This is not wholly true, as it has been found that reliable reception extends a few miles further than the horizon line as seen from the antennae. It has been found also that under certain conditions, reception is good behind hills which obscure the point from visual observation at the antennae. Under these limitations, reliable reception of television from the present transmitter could be expected at most points in the New York area which are within fifty miles of the Empire State Building.

"Beyond these points, the waves under most atmospheric conditions seem to pass off into space and be lost.

"If present indications hold up under further test, the television system for reaching the whole of the United States becomes a very extensive one. For example, suppose that the principal market areas of the country are covered by television service. Each one, with very few exceptions, would require a separate transmitter, as they are rarely close enough together to permit the covering of two or more areas by one transmitter. In covering these principal market areas, but one and one half percent of the total area of the country has been covered. Such a system would, however, reach forty-five percent of the people. A system for these principal market areas would require approximately one hundred transmitters for single coverage.

"In the British Isles, television coverage is a comparatively simple problem. This compact area with its dense population can be adequately covered by a small number of television transmitters. It has been reported that ten transmitters have been planned as the complete system of the British Broadcasting Corporation.

"The total area of the United States will probably never be covered completely by television service. Large portions of the country will, of necessity, obtain their radio entertainment only from the present sound broadcasting system. Television will be one leg of a dual system and will offer at the best a limited coverage in this country.

"It is obvious that production and operating expenses for television are going to be considerably higher than for the present sound broadcasting system. Television with its accompanying sound necessitates really two complete control and transmission systems. Productions must be staged so that they can be seen as well as heard. Thus expenses multiply.

"So as to alleviate the gloom cast by the above statement, let me state that pictures transmitted by the present system are quite good. This quality is about the same as that of the better grades of 16 mm. home movie projector. The sound channel provides for the transmission of practically all audio frequencies heard by the average human ear.

"The ultra short waves used in transmission are much less subject to 'static' than the longer waves used in sound broadcasting. The exception to this last statement is that television is very susceptible to interference from diathermy machines and from unprotected ignition systmes on automobiles. These sources of interference can be eliminated by the cooperation of the manufacturers.

"The television system as it is now developed projects visual images and sound into the home in a most satisfactory manner. As an instrument of public entertainment and education, it has a field all its own. It has limitations and possibilities which it alone possesses. It is unlike the motion picture house or the theater in that each television audience is a small group and is in the home atmosphere."

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"AMOS 'N' ANDY" SEEKING ANOTHER RADIO SPONSOR

Announcement was made this week that "Amos 'n' Andy" are looking for another broadcasting sponsor. Their present contract with Pepsodent Company expires next January 1st, it was stated by Albert D. Lasker, President of Lord & Thomas, and the famed radio comedians feel that it is time they were changing the product they advertise.

The following statement was issued by Mr. Lasker upon behalf of Freeman F. Gosden and Charles J. Gorrell ("Amos 'n' Andy"):

"On January 1, 1938, the contract of the Pepsodent Company with Amos 'n' expires. The Amos 'n' Andy contract is the longest ever entered into in the history of radio. Even more significant is the fact that after this record run Amos 'n' Andy are today, as through the years, America's favorite radio institution.

"Messrs. Amos 'n' Andy have reappointed Lord & Thomas as their exclusive advertising agency. They have expressed themselves as feeling, however, that their association with one product over so many years should be brought to a happy end, and that sponsorship should be transferred to another worthy major product."

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The first major radio production of William Shakespeare's plays featuring world renowned stars of the theater and screen will be presented by the Columbia Broadcasting System during July and August. Twenty-five ranking artists of the stage and motion pictures, supported by more than 100 players of note, will be cast in one of the most ambitious series in the history of radio drama. The plays will be offered weekly in a cycle of eight one-hour productions on a nighttime schedule to be announced.

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U. S. AGENCY COMPLETES THOROUGH RADIO AUDIENCE SURVEY

One of the most thorough analyses of a radio audience ever attempted has just been completed by the Educational Radio Project, which analyzed ten thousand questionnaires returned by persons who are regular listeners to the educational radio series, "The World is Yours", according to an announcement by the United States Department of the Interior, Office of Education.

Questionnaires, asking the listener's age, occupation, place of residence, number of persons listening to the programs with him, whether the subjects of the broadcasts were later discussed and comments and criticisms regarding subject matter and presentation, were mailed by the Office of Education Project to 34,000 known listeners. Of those returned, 10,000, representing a cross-section of the "The World Is Yours" audience, were chosen for the analysis.

Every State in the Union was represented by persons whose questionnaires were examined and tabulated. New York, with 1,770 questionnaires topped the list. Ohio was second with 1,127 and Pennsylvania was third with 937.

Analysis showed, also, that while the listening audience was composed of persons of all ages and from all walks of life, the series was most popular with students and professional workers. Of the 10,000 questionnaires analyzed, 2,273 were from grade school, high school and college students. The professional group was represented by 1,651 questionnaires, while the third largest group was skilled and unskilled workers, of whom there were 1,156. Clerical workers were fourth, with 989 replies tabulated. Farmers, social workers, invalids and retired business and professional persons completed the list of 10,000.

An unusual discovery revealed by the analysis was that more questionnaires were sent in by men than women. There were 5,416 men and only 3,804 women in the tabulated list.

According to the analysis, from one to 100 or more persons listened to the programs over one radio. The average number, however, was found to be four. The larger listening groups, it was disclosed, were composed of persons in hospitals or other institutions, and groups that met especially to hear and discuss the broadcasts. A great majority of the listeners heard the programs in their homes with their families.

The questionnaires showed that wherever more than one person listened on the same radio, there virtually always was a discussion of the programs' content following the broadcasts. In many instances, teachers declared that they set aside a period each week for classroom discussion of the presentations.

"The World Is Yours", a half-hour program presented Sundays from 4:30 to 5:00 P.M., EDT, over the National Broadcasting Company's Red Network, is produced by the Office of Education in cooperation with the Smithsonian Institution, Washington, D. C. Each program dramatizes the history of some important exhibit on display at the Smithsonian Institution. To supplement the programs, a free monthly magazine, giving a more detailed history of the different subjects, is offered to interested listeners. The analysis shows that this magazine is used extensively in the home, school and office. Most listeners say they preserve their copies for future reference.

"The analysis, in the belief of many educators, is a long step toward the production of more instructive and entertaining educational radio programs. It will enable the producer better to estimate the groups most interested in radio education and the localities where such broadcasts are best received. It also will permit the producer to write his scripts with a more specific audience in mind.

It is estimated that "The World Is Yours" has several million regular listeners. Using the analyzed questionnaires as a yardstick, the Office of Education will be able to estimate the number of listeners living in each section of the country and the average age of the listeners.

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FCC ISSUES NEW RULES FOR SAFETY OF LIFE AT SEA

New rules and regulations designed to promote the safety of life at sea in conformance with amendments recently adopted to the Communications Act by Congress were approved this week by the Federal Communications Commission.

The Act has for one of its purposes, "to make more effective the International Convention for the Safety of Life at Sea, 1929." Pursuant to that Convention, the Commission has heretofore issued its Ship Radiotelegraph Safety Instructions of October 1, 1936, as amended March 10, 1937. This week's order (No. 29) supersedes these Instructions and, pursuant to the provisions of Section 303(r) of the Communications Act of 1934 as amended, adopts Ship Radiotelegraph Safety Rules which include the provisions of the Instructions heretofore issued pursuant to the Convention with such changes and additions as are immediately made necessary by the new law.

Section 15 of the Act repeals the Ship Act of 1910 as amended so far as it relates to the ocean and steamers navigating thereon but the Ship Act is continued in force with regard to vessels navigating the Great Lakes of the United States. As to the last-named vessels the new law makes a specific exception relieving them from meeting the new requirements with regard to qualified radio operators and equipment; therefore, all

previous rules and instructions of the Commission under the Ship Act remain in effect as to such vessels.

The Act extends to cargo ships of 1600 gross tons or over the requirements of the International Convention for Promoting Safety of Life at Sea of a continuous radio watch by means of at least two qualified radio operators. The Act provides, however, that such cargo vessels, if fitted with an auto-alarm approved by the Commission, shall not be required to maintain such continuous watch by means of human operators provided that such ships maintain a radio watch by means of a licensed operator of the proper grade of at least eight hours per day in the aggregate.

"The Commission is engaged in the revision and compilation of its Rules and Regulations relating to ship radio operation with a view to consolidating all ship radio provisions in a single document", a FCC statement explained. "The Commission is aware of the necessity for certain changes in present requirements in order fully to carry out the purposes of Congress as disclosed in the new law. These changes are being made the subject of study and an opportunity will be given to interested parties (if possible prior to August 6, 1937) to express their views with regard to the proposed new rules and regulations prior to final adoption."

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N. Y. OFFICIALS SCRAP OVER SALE OF RADIO RIGHTS

New York's Park Commissioner Robert Moses was sharply criticized this week by Frederick J. H. Kracke, Commissioner of Plant and Structures for having sold broadcasting privileges for a Randalls Island track meet, to the exclusion of WNYC, the city's station.

Mr. Kracke sent a letter to the Park Commissioner, reminding him that a written agreement had been signed on May 13, 1936, which provided that WNYC should participate in the broadcasting of events under the jurisdiction of the Park Department. He also pointed out that Mr. Moses had sold the broadcasting privileges for the track meet without open and competitive bidding. Mr. Kracke closed his letter with the observation that fair-minded and ethical men recognized moral obligations.

Commissioner Moses subsequently denied the charges. He made public a reply he sent to Mr. Kracke in which he characterized the latter's letter as "a bedtime story, that has all the charm of fiction without a trace of fact."

Mr. Moses, who signed his letter to Mr. Kracke "Yours for better bedtime stories", pointed out that the Department of Parks had succeeded in getting the intercollegiate games here after an absence of thirty-four years. The radio contract, he said, was arranged between the Intercollegiate Association and the National Broadcasting Company, the Department of Parks not being a party to it in any way.

"Just to show you what good sports we are, we are asking the National Broadcasting Company to let the WNYC be one of their network stations", Mr. Moses informed Mr. Kracke.

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FISHING TRAWLERS INSTALL TWO-WAY RADIOS

Five Argentine fishing trawlers have been equipped with radio telephone sets, having an effective two-way communication range up to 200 miles. The use of these sets is still in an experimental stage, with the Post & Telegraph Department at Buenos Aires utilized as the central station at present. The trawlers can also communicate with each other, or with other radio-equipped shipes in case of emergency.

This is the first Argentine fishing fleet to install wireless, such a move being prompted by the mysterious disappearance during bad weather of one of the company's trawlers two years ago.

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NBC Transcription Service will put into effect June 1st a substantially reduced price schedule for "reference recordings." A graduating scale of discounts ranging up to 15 percent applies to the new rates for quantity orders.

According to a report from the U. S. Commercial Attache at Shanghai, the Ministry of Education of China has just ordered the distribution of an additional 5,000 radio receivers to schools, to supplement the 2,000 radio sets now installed in the schools. The Chinese Government electric works at Shanghai which furnishes government supplies is manufacturing the majority of the radio sets. The Central Broadcasting station at Nanking has been instructed to furnish daily broadcasts on educational and scientific subjects.

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CBS SIGNS AGREEMENT WITH GUILD

The Columbia Broadcasting System, Inc., announced yesterday (Thursday) that it had concluded negotiations with the representatives of the American Guild of Radio Announcers and Producers and had signed an agreement covering hours, wages and working conditions for announcers and assistant directors employed in its New York studios.

The agreement, which runs for a period of five years, is based upon a five day week of forty hours. The Guild is recognized as exclusive bargaining agency for these employees. The principle of a Guild Shop is recognized, with the Guild agreeing to either accept into membership any employee engaged by the Company or to waive this requirement of membership.

A scale of wages extending over a period of years is provided and immediate salary increases were granted thereunder. Announcers are to receive fees for commercial broadcasts. Pay for vacations and during periods of illness are to be continued in accordance with the Company's existing policy. Arbitration under the rules of the American Arbitration Society is provided for.

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U. S. BROADCASTING COMPANY JOINS MUTUAL

It was announced last week that the United Broadcasting Company of Ohio will become a participating member of the Mutual Broadcasting System, effective not later than December 1, 1937. The United Broadcasting Company owns and operates WJAY, in Cleveland, 500-watt station, operating on 610 kilocycles; WHK in the same city, 2500-watt station (1000-watts at night) operating on 1390 kilocycles, and WHKC in Columbus, Ohio, 500-watt station operating on 640 kilocycles.

On the date this arrangement becomes effective, WJAY will become a full time Cleveland outlet and originating station for Mutual carrying a majority of the programs, while WHK will carry certain other additional Mutual programs.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF JUNE 4, 1937.

No. 1033

RADIO INDUSTRY SEEN PASSING LAST YEAR'S RECORD

Although the present year is not half gone, all business indices point to a record year with radio set sales and broadcast advertising ahead of last year's peaks, according to a survey of the industry just completed by Dun & Bradstreet, Inc.

"Upward trend of production and distribution in the radio industry during the past three years has been extended thus far in 1937", the report states. "Despite the new peak established in 1936, sales have continued to widen, in keeping with the revival of home building, with its concomitant demand for the higher quality cabinets as pieces of furniture. The expansion of rural electrification has opened a vast new territory, as farmers are discarding their battery sets for the electrically-operated types. The rise in automobile radio sales has paralleled the mounting assemblies.

"Retail sales during the first four months of the current year ranged from 20 to 40 percent more than in 1936, despite the interference of strikes and floods in some parts of the country. Based on an average production gain of 30 percent for the first quarter, which is the lightest one of the year, total output for 1937 has been estimated conservatively at 10,310,000 sets. This would represent an increase of about 25 percent over the new peak established in 1936 at 8,248,755 units, which was 36.9 percent larger than in 1935, as compiled by Radio Today.

"Broadcast advertising will not be subjected to the usual Summer recession this year, as time sales booked already are in excess of the 1936 reservations. If the current rate of time buying be continued, broadcast advertising may rise to $125,000,000 in 1937 from the peak reached in 1936 at $114,440,000. Television experiments have progressed, but early marketing possibilities are viewed as remote by the leading experts.

"Strikes interfered with production in some sections during March and April, but in most parts of the country capacity schedules have been maintained since the first of the year. For the first four months output ranged from 25 to 50 percent larger than in 1936. The upswing included all price classifications, with more emphasis placed on the higher-priced sets, accompanying the improved buying power of consumers. The gain in radio-phonograph combination models, in some instances, ran up to 100 percent, and up to as much as 60 percent in automobile radios.

"Production for the first quarter this year, according to the latest statistics available, was estimated at 1,675,000 sets, or an increase of about 30 percent over the 1,287,462

turned out during the first quarter of 1936, thus extending the rise from the all-time peak recorded for the latter year. According to Radio Today, complete figures reporting all radio sets built by licensed radio manufacturers in 1936 totalled 8,248,755, an increase of 36.9 percent over the 6,026,031 in 1935, the previous record high.

"National advertising broadcast has continued to advance, the $6,345,000 set down for March, 1937, marking the forty-second consecutive month that the total has been larger than that for the comparative one of the year preceding. This brought the total for the first quarter to $18,120,000, a new high for the period, as it exceeded 1936 by 21.4 percent, 1935 by 30.1 percent, and 1933 by 114.4 percent. For 1936 a peak was established at $57,761,000, an advance of 22.3 percent over the previous high set in 1935.

"In spite of the recession in January from the high total of December, retail sales of radios during the first four months of 1937 ranged from 20 to 40 percent larger than during the comparative 1936 period. In some districts April sales nearly were on a par with last December's level. The usual lull in May was broken by the demand for combination sets, induced by the Coronation festivities in London. June distribution doubtless will lag, as purchases will be deferred, awaiting the display of the new 1938 models.

"Most of the sales have fallen within the $50 to $70 price range, with the well-known makes in the greatest demand at $100. Some retailers have more than doubled last year's sales of combination radio-phonograph sets. Demand for battery sets has started to wane, as farmers are replacing these with electrically-operated units, as the rural electrification movement spreads. While more than 50 percent of the receivers were sold on the installment plan, cash purchases were numerically the largest since 1929.

"Outstanding in the features of the 1938 receivers will be the larger number of models to employ the dial-type automatic frequency control for easy, accurate tuning. In tube equipment, some manufacturers are including, with the metal types, glass rectifiers and glass power-output tubes. Many of the unnecessary gadgets will be eliminated, because of the increase of about 15 percent in manufacturers' costs, due to higher wages and material prices.

"Current price trend is upward, and any future revisions doubtless will be in the same direction. Sets at retail now cost from 5 to 12 percent more than a year ago, or an average of about $5. The new 1938 models are expected to range from 15 to 25 percent higher than last season's merchandise, due to the advanced costs of steel, lead, zinc, copper, lumber, labor, and additional taxes.

"Even with this increase, prices of radio receiving sets still will be low, when consideration is taken of the array of new gadgets and refinements included. Some of the set-makers have not named prices, fearing labor difficulties, which would force them into union contracts. The mark-up of tubes of 10 to 12 percent in January really advanced the 11 popular tube types about 20 percent.

"All divisions of the industry reported a steady improvement in collections, which were classed as very good by manufacturers and wholesalers, and satisfactory by retailers. Recurrent strikes caused a temporary slump in installment collections in some districts, but the write-off of doubtful accounts has been insignificant this year."

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PHILCO STRIKE ENDS IN COMPROMISE ON WAGES

The Philco strike, which began just four weeks ago with a walkout of 8,500 workers, ended officially May 28th with the signing of a new agreement between the Philadelphia Storage Battery Company, makers of Philco radios, and officials of the United Electrical and Radio Workers Unions affiliated with the C.I.O.

A statement signed jointly by George E. Deming, Executive Vice-President of Philadelphia Storage Battery Company; Reese Llewellyn, President of Local 101; Fred J. McCall, Chairman of Executive Shop Committee of Local 102; and C. F. Bradley, President of Local 108, announced the termination of the strike at a meeting of the two groups after the vote taken Thursday afternoon and evening by the workers had been counted and had been overwhelmingly in favor of acceptance of the new agreement.

While no details of the settlement were announced, it is understood that the workers retained the 36-hour week, under which they had been working, and compromised on their demand for a ten-cent-an-hour wage increase by accepting a five-cent increase. Other points of disagreement were amicably worked out in the negotiations which began four weeks ago following the calling of the strike.

Trucks began at once moving material that had been lying in the shipping rooms and a general readying began in the plant preparatory to a return of the workers, which had been set for Tuesday, June 1st.

The Statement of the Company and Union officials pointed to the fact that the month-long strike had been conducted without a single case of disturbance, with little picketing, with no police protection, and with a fine spirit between management and workers.

"Officials of the United Electrical and Radio Workers Unions affiliated with the C.I.O., representing the workers in the Philadelphia Storage Battery Company and the management have reached an agreement on all points at issue, members of the Unions have approved this agreement and work will be resumed as rapidly as possible in the production of Philco radios", the statement of Mr. Deming and Union leaders pointed out.

"Work has been suspended for four weeks while negotiations have been in progress on the new contract between workers and the Company and every point at issue has been completely explored and satisfactorily adjusted.

"During that period in which the strike was in progress there has been a splendid demonstration of the fine spirit that always has pervaded the Philco family. Picketing of the various Philco plants has been carried on by small groups of men and women and always in the most orderly fashion. There were no efforts to use force, no disturbances, no bitterness engendered, no need for police or other protection. Office workers came and went about their duties, and there was evident a fair and friendly spirit on both sides and a sincere effort to fairly and completely adjudicate the points in dispute.

"It was made clearly evident that when there is a mutual respect between management and workers, and the proper relationship has been established over a period of years that agreements can be amicably and intelligently worked out without disturbance and without the use of any kind of force or pressure."

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CANADA TO BUILD TWO 50 KW. STATIONS

Plans for the immediate construction of two 50,000 watt transmitters near Montreal and Toronto have been announced by the Canadian Broadcasting Corporation. It is expected that the two stations will commence operating about October 1, according to Assistant American Trade Commissioner Avery F. Peterson, Ottawa, in a report to the Department of Commerce. The sites for the location of the stations have been selected because of their proximity to the Dominion's two principal cities and centers of broadcasting activities, the report states.

The construction plans include the proposed erection within two or three years of other high-powered outlets in the maritime provinces and in Western Canada. It is also expected that a high-powered shortwave station will soon be in operation in the Dominion to permit overseas broadcasts, it was stated. New exchange programs with Great Britain, the United States and France will be sought according to the report.

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PAYNE NON-COMMITAL AS HE IS SUGGESTED FOR N. Y. MAYOR

Commissioner George Henry Payne this week declined to state that he is or is not a candidate for the Republican nomination for Mayor of New York City, after his name had been put forward by W. Kingsland Macy, Suffolk County Republican Chairman.

It was stated on behalf of the Commissioner that he is now keenly interested in his work with the Federal Communications Commission and has not taken any steps to enter the New York mayoralty race. He denied, however, a published statement that he is not a candidate for the post.

Mr. Macy in a statement assailing the record of Mayor LaGuardia said, in part:

"As one who, with the assistance of George Henry Payne, was responsible for his nomination and election four years ago, I do not hesitate to say that not only has he been a mediocre Mayor, but his contemptuous attitude toward the Republican Party makes it impossible for that party to renominate him and retain its self-respect.

"I believe the party would do better at the polls and build better for the future if it were to nominate some Progressive Republican like George Henry Payne, whose work in the past two years in the Federal Communications Commission has attracted nation-wide attention."

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TELEVISION TO BORROW MOVIE TECHNIQUE, SAYS ENGINEER

Television will borrow from the motion picture technique in the beginning, Ralph R. Beal, supervisor of research of Radio Corporation of America, said in an address last week at Hollywood before the convention of the Society of Motion Picture Engineers.

Ultimately, however, he said, the peculiar needs of the new art will necessitate the development of its own art form, as well as a distinctive technique of presenting programs. He intimated that such favors as television receives from the sound motion picture in its early years will be returned with interest in devices and methods developed for television which also will lend themselves to adaptation to the Hollywood lot.

"You can teach us technique", he said, "but it must be almost inevitable, if television is to achieve its own requirements in technique that we shall one day be offering you in return technical short-cuts to production."

He said there was good reason for his belief in that the earlier development of radio and electronics, stimulated by the coming of sound broadcasting, had incidentally given rebirth to the motion picture, by adding sound to sight.

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HEARING SCHEDULED ON ZENITH TELEVISION REQUEST

A hearing before an Examiner was scheduled this week by the Federal Communications Commission on the application of the Zenith Radio Corporation, Chicago, for a construction permit to erect and operate a television station using 42000-56000 and 60000-86000 kc. with 1 KW power. It will be held in the FCC offices on June 30 at 10 A.M.

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ARNOLD QUITS AS TELEGRAPH DIRECTOR OF FCC

Carl F. Arnold, Assistant General Counsel of the Federal Communications Commission in charge of telegraph matters, this week tendered his resignation to become effective July 1st. It was stated he will return to his post as Dean of the University of Wyoming Law School.

Mr. Arnold's name has been mentioned as a prospect for appointment to the FCC to succeed Dr. Irvin Stewart, who will leave the Commission on June 30th.

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FCC OPPOSES 5-YEAR LICENSES, DODGES PRESS DECISION

The Federal Communications Commission has informed Congress that it is opposed to legislation proposing 5-year licenses for broadcasting stations and that the question of curbing newspaper ownership of radio stations is one for Congress to decide.

Anning S. Prall, Chairman of the FCC, writing to the House Interstate and Foreign Commerce Committee, regarding the Anderson bill, said:

"The art of radio broadcasting is rapidly changing. . . It is conceivable that the adoption of this bill would tend to 'freeze' existing conditions. . . It has been the experience of the Commission that changes in the allocation of frequencies may be expeditiously accomplished under shorter term licenses."

In another report to the same Committee on the Wearin bill to separate newspaper and radio control, the Commission said:

"The determination of the necessity or desirability of amending the Communications Act to add a statement of policy along the lines of HR 3892 appears to rest within the discretion of Congress."

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FCC SUBMITS DATA TO SENATE IN MACKAY-RCA CASE

In accordance with a request sponsored by Senator Borah (R.), of Idaho, the Federal Communications Commission this week submitted to the Senate a voluminous file of records in the case of the Mackay Radio & Telegraph Company's application for a permit to establish an office in Oslo, Norway.

Senator Borah had asked for the information to determine whether charges that the FCC is fostering the development of a monopoly in the radio communication field are correct.

Mackay's application was rejected by the Commission on the ground that R.C.A. Communications, Inc., already serves Oslo.

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SPECIAL COUNSEL NAMED BY FCC IN SEGAL-SMITH CASE

Anticipating a bitter fight, the Federal Communications Commission this week appointed Samuel F. Kaufman, of New York City, as Special Counsel to represent it in the disbarment proceedings instituted against Paul M. Segal and George S. Smith, Washington radio lawyers.

Mr. Kaufman is a noted trial lawyer, having formerly been Special Assistant to Attorney General Cummings in the prosecution of immigration fraud cases in New York.

Messrs. Segal and Smith have not yet filed their answers to the charges brought against them by the FCC, but they have until June 19th to do so.

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TWO ADDITIONAL FREQUENCIES RECOMMENDED FOR MACKAY

A favorable report was filed with the Federal Communications Commission this week by Examiner R. H. Hyde on the application of the Mackay Radio & Telegraph Co. for two additional radio frequencies. The waves sought are 2848 kc. for WMZ, New York, and 2784 kc. for WNEJ, Washington, D. C.

A similar recommendation was made recently upon the application of R.C.A. Communications, Inc.

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TRADE NOTES

Granting of a permit for the construction of a new broadcasting station at Festus, Mo., was recommended to the Federal Communications Commission this week by Examiner P.W. Seward. The facilities requested are 1420 kc. with 100 watts power, daytime.

A continued gain by NBC's Western Division as a source of sponsored network programs is revealed in NBC's Program Analysis for April. The Western Division supplied 26.0 percent of the sponsored program hours last month, against 21.5 percent in March of this year, and 23.6 percent in April, 1936.

The Eastern Division supplied 49.1 percent, against 53.1 percent in March and 44.3 percent in April 1936, and the Central Division 24.9 percent, against 25.4 percent in March and 32.1 percent in April, 1936.

The Continental Radio Co., a subsidiary of the Scripps-Howard Newspaper Alliance, has filed applications with the Federal Communications Commission to change its name to Scripps-Howard Radio, Inc.

The Federal Communications Commission will resume hearings in the telephone investigation now being conducted under and pursuant to Public Resolution No. 8 of the 74th Congress, at 10 A.M., Thursday, June 17, 1937, at the offices of the FCC at Washington, D. C.

For the first time, NBC is issuing separate rate cards for the Red and Blue networks. The two new cards, No. 23B and No. 23R, effective July 1, now include 19 stations added since last card was issued, Dec. 15. Rates are the same on the new cards with the exception of WOAI, San Antonio, which takes the new rate of $260 per evening hour.

The Federal Communications Commission has designated Thad H. Brown to have charge of organizing and carrying forward the work incident to the "Special study of the radio requirements necessary or desirable for safety purposes for ships navigating the Great Lakes and the inland waters of the United States", provided for in Section 15 of Public Order No. 97, approved May 20, 1937, (S.595).

Commissioner Brown said that a study of the preliminary plans for carrying out the purposes of the amendment will be started at once, and that plans will be announced as they are developed.

E. R. Cullen, Assistant Operating Engineer of the National Broadcasting Company sailed on the French liner "Normandie" Wednesday to make a survey of the ship's radio problems and to instruct the ship's operators in the technique of broadcasting. He will conduct several test broadcasts from the high seas.

The United States Court of Appeals this week affirmed the action of District Court in dismissing a suit brought by Hearst Radio, Inc., to compel the heirs of the late M. A. Leese to sell to it a majority of the shares of stock in WMAL, Washington, D. C.

James W. Baldwin, NAB Managing Director, will attend the meeting of the Texas Broadcasters' Association, at Houston, Texas, on June 5.

Bernard Licht, trading as Licht's Fur Factory, 102 West Twenty-Ninth St., New York City, has been ordered by the Federal Trade Commission to cease and desist from making certain false and misleading representations, by means of radio broadcasts or otherwise, in connection with the interstate sale of furs and fur garments.

The Telegraph Division of the Federal Communications Commission this week issued an order covering the rates for governmental communications by telegraph from July 1, 1937, to June 30, 1938.

The National Broadcasting Company has informed its sponsors and advertising agencies that, pending a general ruling on Social Security payments, it has assumed the responsibility of classifying sustaining artists as employees or independent contractors according to its best judgment.

Tourist traffic through the NBC studios in Radio City hit a new high figure of 10,665 persons over the Decoration Day weekOend. Sunday's total of 5,136 was the highest of the three-day period.

The Federal Communications Commission this week granted a construction permit for the erection of a new broadcasting station to the Lincoln Memorial University, at Middlesboro, Ky., to use 1210 kilocycles, 100 watts and unlimited time on the air.

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WRVA HEARING SCHEDULED FOR JUNE 10

A hearing on the application of WRVA, Richmond, Va., for a construction permit to increase its power to 50 KW. on its present frequency of 1110 kc. will be held before a Federal Communications Commission Examiner the morning of June 10th.

The applicant also is asking permission to move its transmitter and install a directional antenna.

Nine other stations and applicants have been notified as respondents in the case. They are the "Voice of Detroit", WISN, WMBG, KSOO, WCNI, WWVA, WLWL, WDEL, and WPAN.

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CBS BILLINGS FOR MAY UP 45.9% OVER 1936

Time sales on the Columbia Network for May, 1937, totalled $2,552,374, an increase of 45.9% over the May, 1936, total of $1,749,517.

Cumulative total for the first five months of 1937 reached $12,318,505, an increase of 27.2% over the same period last year ($9,683,007).

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WIFE OF GENERAL HARBORD DIES

Funeral services were held Sunday last in St. Bartholomew's Church, New York City, for Mrs. Emma Ovenshine Harbord, wife of Major Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America. Mrs. Harbord died Saturday at her home in Rye. She was 70.

The honorary pallbearers were President Manuel Quezon of the Philippines, James R. Sheffield, Major Generals Robert C. Davis, Dennis E. Nolan, William D. Connor and Frank R. McCoy; Brig. Gen. P. E. Pierce, Colonel David Sarnoff, Captain Fielding S. Robinson and Captain R. Norris Williams.

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SPARKS-WITHINGTON SIGNS FTC STIPULATION

The Sparks-Wighington Co., Jackson, Mich., engaged in the sale of Sparton radios, has signed a stipulation with the Federal Trade Commission to discontinue representations that Sparton radio tone control makes reception possible under any condition, and that by use of the Sparton, programs are received clearly and distinctly from all American stations or from various foreign countries or from outpost stations in remote parts of the world.

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HUGE AMERICAN TELEVISION SERVICE FORESEEN BY HANSON

An American television service of "stupendous proportions", built with the help of dozens of sciences, is foreseen by O. B. Hanson, Chief Engineer of the National Broadcasting Company, in an article published in the current issue of the RCA Review. Hanson describes the solution of some of the problems encountered in NBC's television studios by borrowing from all fields of science.

"To mention but a few", he writes, "it would be necessary to include optics, electronics, lighting, motion pictures, radio engineering, acoustics, air conditioning, photography, etc. The coordination of these sciences and the development of techniques which are applicable to television is a continuing process. The television field can only be briefly surveyed at this time, but from present knowledge there is ample reason to anticipate a public service of stupendous proportions, a medium with new engineering techniques, new program ideas, new talent and new commercial application."

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RCA DECLARES 87½-CENT DIVIDEND

David Sarnoff, President of the Radio Corporation of America, announced last week that quarterly dividend number five of the outstanding shares of the Corporation's $3.50 Cumulative Convertible First Preferred stock was declared by the Board of Directors.

The dividend is 87½ cents a share, covering the period from April 1 to June 30, 1937. It is to be paid on July 1, 1937, to the holders of record of such stock at the close of business on June 10, 1937.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

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No. 1034

no. 1034

June 8, 1937.

CONGRESS HIT FOR FAILURE TO CURB UNIONS IN RMA ADDRESS

That Congress knows the dangers but fails to control labor union intimidation and coercion of employees and also employers was deplored by John W. Van Allen, of Buffalo, New York, General Counsel of the Radio Manufacturers' Association, in an address Tuesday to radio industry leaders at the Stevens Hotel, Chicago.

While business and industry are strictly regulated, the Wagner Labor Act fails to regulate or control union operations, Mr. Van Allen told the Thirteenth Annual Convention of the Radio Manufacturers' Association, and subjects minority employees as well as employers to unrestrained acts of "outside" pickets some of whom "hate all forms of government and all laws and are expert in the art of discontent."

The annual convention of the national radio manufacturers was presided over by Leslie F. Muter, of Chicago, President of the trade organization. Officers will be elected and the annual industry banquet will be held tomorrow (Wednesday) evening at the Stevens Hotel. A national trade show of radio parts and accessories will open Thursday.

"The Wagner Act pretends to give to employees freedom of choice of union or non-union or whatever union, and of representatives for collective bargaining", Mr. Van Allen told the radio manufacturers, "but by failure to safeguard the exercise of these rights, freedom of choice is in effect denied.

"Congress knows these defects exist and still does not remedy them, and persons in high places are using unsound and specious arguments that the law, as is, with all its defects, should be tried out and without amendment, with all of the grief and burdens and tremendous losses which such a tryout involves. If the law is admittedly defective, why wait for some catastrophe to happen before taking steps to prevent it?

"Business and industry have been constantly subjected to greater and more restrictions, sometimes wisely and sometimes most unwisely, but labor unions have not, even though the need for them has long been clearly apparent and is strikingly apparent today. We are becoming more and more nationally regulated as well as state regulated, while those who sell services to our employees (labor unions) remain unregulated."

While the Wagner Act confirms a century-old right for collective bargaining of employees, Mr. Van Allen stated that it does not protect minority employees and does not prohibit threats and interference, coercion or intimidation in elections by employees of their bargaining representatives.

"It permits competition by local unions and national unions", Mr. Van Allen continued, "for the business of performing services for hire in negotiations of compacts of employment, but it does not prohibit the securing of such business by them through threats, interference, coercion or intimidation or other unfair methods. It does not prohibit a unionized group from discriminating against non-union men.

"Today, freedom of men employed is menaced by unscrupulous practices of outsiders in seeking to procure, not by request of a majority, but by threats, intimidations, coercion and extravagant claims, the right to act as a bargaining agency for hire and by outside pickets never in the employ of those against whom they strike and who dislike - yes, hate - all forms of government and all laws, and are expert in the art of discontent. Still State and Federal legislators fail to face the reality by correcting the condition before irreparable damage is done, and public officers, sworn to enforce the law, have in too many instances acquiesced in these illegal and unwarranted practices by refusing aid to maintain law and order by both parties to the controversy.

"And for a time, at least until safeguarded in their freedom of choice to join unions or no unions, by amendment to the Wagner Act, working men will be intimidated, coerced and threatened by service unions, joined by outsiders zealous to create disturbances, to compel employment of their services for compensation."

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MAY TIME SALES UP 23% OVER NBC

Network advertisers for the eighth successive month, and the tenth such month in the company's history, used more than three million dollars worth of time on the National Broadcasting Company during May. Their gross expenditures totaled $3,214,819, against $2,561,720 for the same month a year ago, or an increase of 25.5 percent.

May figures bring the total for the year to $16,944,720, compared to $13,737,636 for the first five months of 1936, a gain of 23.3 percent.

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LICENSEE CHARGED WITH LAW VIOLATION IN BUYING STATION

An Examiner of the Federal Communications Commission this week cracked down on alleged irregularities in the double sale of WMBO, of Auburn, N. Y., and recommended that the second transfer be disapproved.

The report by Examiner P. W. Seward was made upon the application of Roy L. Albertson to transfer control of WMBO to the Auburn Publishing Co. Examiner Seward charged that Albertson violated the Communications Act of 1934 by purchasing control of WMBO without asking the Commission's approval and then turned around and sold the station's stock and thus committed "an open, flagrant, and wilful violation of the law and knowingly done by him, which discloses an utter disregard of the law and the regulatory authority of the government."

The FCC was obviously asleep at the control, the report brings out, in that Albertson bought the Auburn station in February, 1936, and in the following October filed an application to increase the station's power.

"It will be noted that this application was filed prior to the grant of the application to buy and take control of the station", the Examiner said. "This application was considered and granted without hearing on November 24, 1936."

The Examiner found that the $15,000 with which the Auburn Publishing Company has bought WMBO is "far in excess of the valuation of the properties."

Finally, the report criticized the conduct of the publishing company, which already had assumed control of the station before the application for a transfer was filed. The Examiner said:

"The Auburn Publishing Company, transferee, is the owner and publisher of the only daily newspaper published in the City of Auburn, and if this application be approved and license issued to it to operate Station WMBO, the Auburn Publishing Company would have a virtual monopoly on all local advertising media available in the city of Auburn. It is true that newspapers published in other cities have a heavy circulation in the city of Auburn - much in excess of the local paper - but there is no local competition in the form of a daily or weekly newspaper in the Auburn advertising field other than a 'throw-away paper.'

"The acts and conduct, as heretofore set out, of the Auburn Publishing Company, transferee, since it bought the stock of WMBO, Inc.; the exercise of domination and control over Station WMBO by it; and the obligation and expense of approximately $15,000.00 incurred by it in rebuilding the station to operate with increased power, all tend to show a flagrant violation of the law and a disregard for the regulatory authority of the Government."

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FCC WOULD BE FREE OF PRESIDENT UNDER BROOKINGS' PLAN

The Federal Communications Commission, along with other independent Boards and Commissions of the Federal Government, would be maintained free of presidential control were the recommendations of the Brookings Institution to be adopted.

In a report to the select Senate Committee on Reorganization, the Brookings Institution this week cited the danger that "newer policies of social control be the football of politics."

A previous report submitted by President Roosevelt to Congress recommended that most of the independent boards be absorbed by various executive departments. The FCC was slated to go back to the Commerce Department.

Regarding these independent agencies, the Brookings' report stated:

"In case the independent boards and commissions were placed within executive departments there undoubtedly would be strong control established over sub-legislative and administrative activities of the regulatory authorities.

"To the contention that large fields of public policy are dominated and controlled by these commissions, the answer is that they should be. It is not desirable that these newer social policies be the football of politics.

"These boards and commissions are agents of Congress, both for the making of investigations for Congress and the formulation of sub-legislative policy. They are in no sense agents of the President. In case the President should control their administrative activity, he would almost of necessity also control their policy."

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9,000,000 RADIO SET SALES SEEN FOR 1937

Record-breaking sales this year of 9,000,000 radio receiving sets are expected by industry leaders who will be in session all this week at the Stevens Hotel for the Annual Convention of the Radio Manufacturers' Association. Also there will be a national trade show of radio parts and accessories.

This year's radio sales already are up 17 percent, even before the present introduction of new, modern lines of receivers.

Over 140 manufacturers will have exhibits at the national trade show of parts and accessories, opening in the Stevens Hotel exhibition hall Thursday, June 10, and continuing to June 13. This is a national trade show, not open to the public. Also there will be an annual convention of the Institute of Radio Service Men and other radio organization meetings.

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RISE IN STATION'S POWER HELD CUT IN SERVICE AREA

An increase in broadcasting power may not always bring about a corresponding expansion of the listening area, a report by an Examiner of the Federal Communications Commission disclosed this week.

Submitting an adverse report on the application of WMBH, of Joplin, Mo., for a permit to transfer from 1420 to 1380 kc. and increase its power from 100 watts nighttime and 250 watts daytime to 500 watts, Examiner P. W. Seward said:

"In view of the facts adduced at this hearing, which show that the coverage of the station as proposed would be approximately the same for daytime service, and would be less for nighttime service than as now operated, no additional service would be rendered to the area proposed to be served. Consequently a need for the proposed service has not been shown.

"No objectionable interference to the fair and efficient operation of any existing broadcast station now licensed would be expected by the operation of Station WMBH as proposed. The transmitting equipment and antenna, also the transmitter site, seem to comply with the rules and regulations of the Commission. However, if the application be granted, the towers will, of course, have to be marked and lighted in accordance with the instructions to be furnished by the Engineering Department of the Commission.

"The station, if operated as proposed, would serve a smaller combined night and day area than it now serves. The only benefit that might accrue would be to the applicant corporation by granting it the use of a regional frequency upon which it expects to predicate increased advertising rates, when in fact the service area will not be increased. The use of a regional frequency as proposed would restrict the applicant's service area to a smaller territory than is now being covered by the use of a local frequency. Such employment of a radio frequency is not considered to be an economical use of same, consequently the granting of this application would not serve public interest, convenience or necessity."

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The total number of registered German owners of radio receiving sets on April 1, 1937, amounted to 8,511,959, or 28,829 listeners more than at the beginning of the preceding month, which represents an increase of 0.3 percent. Of the total number of listeners, 607,643 were freed from the payment of the monthly radio fee.

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BUREAU OF STANDARDS CITES STUDIES OF IONOSPHERE

A resume of studies made by the U. S. Bureau of Standards of the relation of the ionosphere to radio transmissions is carried in the current Technical News Bulletin published by the Department of Commerce. A more complete account, however, may be found in the June number of the Journal of Research.

Following is the resume as carried in the Bulletin:

"The ionosphere consists of several layers of ionized or electrically conducting air from 60 to 300 miles above the earth. These layers act as reflectors for radio waves and make possible radio transmission over long distances.

"Depending on the degree of ionization of a layer, there is an upper limit to the frequency which, when the waves are sent straight up, may be reflected from the layer. Radio waves of frequencies greater than this upper limit, or critical frequency, go completely through the layer and pass entirely out into space. The critical frequency for each layer varies with the hour of the day, season of the year, and also over a long period which seems to be associated with the 11-year sunspot cycle.

"The air in these layers is ionized principally by ultra-violet light from the sun. Consequently, the critical frequency would be expected to be greater during the day than during the night and greater during the Summer than during the Winter. This is true for the lower layers, called E and F_2 layers. The uppermost, or F_2 layer does not behave so regularly but attains its daily maximum critical frequency shortly after noon from October to March and about sunset from April to September. Strange as it may seem the maximum in the former period is considerably greater than in the latter. After sunset the critical frequency decreases but does not fall to zero.

"The use of a multifrequency automatic recorder has made it possible to secure hourly ionosphere records at the Bureau since May, 1933. The recent adoption of the idea of multifrequency automatic recording and the principle of this recorder by the Carnegie Institution of Washington, British Radio Research Board, Australian Radio Research Board, and Harvard University will increase enormously the continuity and value of ionosphere data, which will in turn greatly increase our understanding of world-wide ionosphere and radio transmission conditions.

"The average critical frequencies and heights of the several layers, as measured near Washington, D. C., for each hour of the day for each month from May, 1934, to December, 1936, inclusive, are plotted in RP1001 by T. R. Gilliland, S. S. Kirby, N. Smith, and S. E. Reymer, which will be published in the June number of the Journal of Research.

"The upper limits for frequencies which can be used for transmission over long distances are several times greater than, but proportional to, the critical frequencies. Therefore, higher frequencies may be used for transmission during the Winter day than at any other time, and higher frequencies may be used during the Summer evening than at any other time of the Summer day. Also, because of the increasedsunspot activity, higher frequencies could be used in 1936 than in 1933.

"In addition to the critical frequencies, the heights of the layers, and the amount of absorption of the radio waves play an important part in long-distance radio communication. The effects of these are discussed in the paper, and also two types of irregular disturbances of the ionosphere, which affect radio transmission."

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TOKYO PLANS 150 KW STATION, SEES INDUSTRIAL BOOM

Japan will shortly build a 150 KW broadcasting station in Tokyo and plans to construct other high-power transmitters to keep abreast of the world trend, according to the Tokyo press.

"The Osaka Mainichi and The Tokyo Nichi Nichi", in a special electrical section, state:

"In order to minimize the zones of radio interference, various countries have of late been devoting great efforts toward curtailing broadcast power. Observing a strict apportionment of wave lengths, nations are taking steps reciprocally to avoid interference. In other words, they are enforcing, in effect, a radio control.

"In this respect, considerably effective results have been achieved so far between Japan and the United States. In Europe, however, where many small countries are close together, stations are comparatively near to each other. Consequently, a confusion of wave lengths is practically inevitable.

"Hoping to mitigate the situation, the International Broadcasting Union of Europe has been formed to study suitable measures, but as might be expected, wave lengths cannot be controlled as thoroughly on an international scale as they can be on a domestic basis. Consequently, nations are individually making efforts to check interference from abroad, at the same time protecting their own broadcasting wave lengths. In addition, various nations are vieing to construct powerful radio stations in order to carry out demonstrations and propaganda against their neighbor countries.

"In the light of this trend, a 500 kilowatt experimental broadcasting station has been established in the United States. Plans are also under way in Mexico for the establishment of a 500 kilowatt station. In China, in addition to a 75 kilowatt station at Nanking at present, a new 100 kilowatt station is projected at Peiping. In Manchoukuo, a 100 kilowatt station has been opóned at Hsinking.

"In the light of these circumstances and to enhance the effectiveness of its broadcasting, Japan will soon realize the construction of a 150 kilowatt station in Tokyo, as well as others. With the spread of the radio as explained above, the development of the radio parts manufacturing industry is an aspect that merits attention.

"The Hayakawa Industrial Co., Ltd., of Osaka is the most noted (in Japan) as makers of radio sets. Among the leading makers of radio parts are the Matsushita Electric Works, Ltd., of Osaka, the Hayakawa Industrial Co., Ltd., Sumitomo Densen Seizosho, Ltd. and others."

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RIVER STEAMER AT CAPITAL LACKS SAFEGUARD OF RADIO

An excursion steamer that carries many Washington notables on short trips over the Potomac River operates without the safeguard of a radio communication set although it has been in trouble twice already this season.

The steamer, the Potomac, has its first trouble this year while carrying Vice President Garner and other notables to Quantico, Va., for the annual National Press Club outing. This week it broke down again with 350 Washingtonians on board. They were forced to spend 12 hours on board while an engineer went ashore in a small boat and telephoned for aid.

While recent amendments to the Federal law relating to safety at sea broaden the scope of the requirement for radio equipment on ships, they do not yet affect small river steamers such as those operating out of the National Capital.

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Denial of the applications of the Curtis Radiocasting Corp., Indianapolis, and WKBV, Richmond, Ind., for permits to use 1500 kc. specified and unlimited hours, respectively, was recommended to the Federal Communications Commission this week by Examiner Robert L. Irwin.

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TRADE NOTES

According to an announcement by Admiral Luke McNamee, President of the Mackay Radio and Telegraph Company, Mackay Radio operations on the Atlantic Seaboard have been placed in charge of H. L. Rodman as General Manager. Mr. Rodman was formerly General Superintendent at San Francisco. He will have charge of domestic radiotelegraph service involving Eastern cities, service with ships in the Atlantic region, and the direct radiotelegraph circuits to points in Europe and Latin America.

A working arrangement has been developed between a radio station, WROK, of Rockford, Ill., and a group of seven weekly newspapers operated by the Associated Publishers of Durand, Ill. In return for a halfOhour broadcast period, the papers publish the station's publicity and advertisements.

Effective Sunday, September 26, 1937, Mutual Broadcasting System programs will be released over Stations WJAY and WHK, Cleveland, of the United Broadcasting Company, subject to the availability of these stations, it was announced this week. Mutual network programs are currently heard in Cleveland over WGAR.

B. J. Grigsby, former President of Grigsby-Grunow Company, is reported to be the backer of a successful restaurant at 79 E. Randolph Street, Chicago, Ill., known as "Fish and Chips" where fish and potato chips are sold exclusively.

Charging unfair competition in the sale of "Cosray Vitamin D Soap", the Federal Trade Commission has issued a complaint against Los Angeles Soap Co., trading as Cosray Products Co., 617 East First St., Los Angeles. The respondent advertises via radio and other media.

The granting of a construction permit to build a new broadcasting station at Bend, Ore., for operation on 1310 kc. with 100 watts nighttime and 250 watts daytime, unlimited hours, was recommended by Examiner George H. Hill to the Federal Communications Commission this week. The application is The Bend Bulletin.

An increase in power from 500 watts to 1 KW for KIEM, Eureka, Cal., was recommended to the Federal Communications Commission this week by Examiner P. W. Seward.

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ZENITH SETS EARNING RECORD FOR PAST FISCAL YEAR

Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, Chicago, this week advised Zenith stockholders that the company for the second consecutive year exceeded all previous earning records, not excluding 1929.

Zenith's net profit after depreciaion and taxes are deducted for the year ending April 30, 1937, amounted to $1,904,073.

"An indication of the company's rapid progress", Commander McDonald said, "toward undisputed leadership in the industry is the increase in the number of dealers now handling its products. Two years ago there were 3,500 dealers distributing Zenith products throughout the United States. A year ago this number had grown to 13,000, and there are now over 20,000 Zenith dealers in the United States."

Regarding television Commander McDonald said:

"Your company has consistently refused to be stampeded into prematurely placing on the market its television apparatus in the present stage of development. Many problems, both technical and commercial, are yet to be solved before television can be offered to the public for general use. While some publications have given space to the fact that we have applied to the Federal Communications Commission for a television transmitter permit, this transmitter is intended to be used primarily for experimental purposes. Our television engineering department is keeping abreast of the progress being made in this field and is continuing its development work."

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MUTUAL BILLINGS FOR MAY $133,431.44

A 2.7 percent increase in time billings is reported for the Mutual Broadcasting System for the month of May, 1937, in comparison with the same month's figures in 1936.

Total billings for May, 1937, were $133,431.44. For the same month in 1936 they were $129,907. Cumulative billings for the first five months of 1937 total $917,184.61, a 16.2 percent increase over the same period in 1936. For the same period in 1936 they 3454 $789,847.98.

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"GHOST ENGINEER" WILL STEP UP SIGNAL OF CBS STATIONS

An increase in signal intensity equal to that which would be produced by doubling the power of the transmitter is about to be established on eight major Columbia stations and will be extended ultimately to all CBS-owned or operated stations. This improvement will be brought about this month with only a minute addition of electricity used in the transmission process.

The explanation for this seeming paradox traces back to a small black box, about the size of a berry-crate and covered with switches, dial and indicators. This unpretentious looking gadget is known technically as an "automatic peak volume limiter", and represents the result of years of research by engineers of the Bell Telephone Laboratories. At the control panel of a radio transmitter, it serves the role of "ghost engineer" constantly on the alert for every fluctuation in the intensity of the signal which is pumped into the broadcast transmitter.

This month, after exhaustive tests, CBS is giving the ghost engineer its first commercial employment at WABC, New York; WBBM, Chicago; WCCO, Minneapolis and St. Paul, Minn.; WBT, Charlotte, N. C.; WJSV, Washington, D. C.; WEEI, Boston; WKRC, Cincinnati; and KNX, Los Angeles. The new instrument will also be installed in Columbia's new international short-wave transmitter, W2XE.

The "ghost" performs much the same function for a radio transmitter that a thermostat performs for an oil burner or a robot pilot for an airplane. It automatically keeps the signal intensity of a program from increasing above a pre-determined volume level. This level is slightly below the station's maximum modulation or signal capacity. To go above this maximum would mean distorted reception in the home or the destruction of expensive equipment in the transmitter.

To stay below this danger point, engineers were hitherto obliged to dial down manually to an average signal intensity of about 30 percent of modulation. With the aid of the foolproof, automatic "peak volume limiter", they can safely boost the average to 50 percent or more. To produce this same gain in signal intensity without the help of the device, it would be necessary to double the station's power.

Eventually it is expected that the new control unit will be installed in transmitters throughout the entire Columbia network.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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No. 1035

SYKES TO ADDRESS OPENING SESSION OF NAB MEETING

Judge Eugene O. Sykes, veteran Chairman of the Broadcast Division of the Federal Communications Commission, will address the National Association of Broadcasters at its opening session Monday, June 21st, in Chicago. His topic will be "The Duty and Responsibility of the Broadcasters."

The NAB will change the traditional convention procedure, it was disclosed this week when James W. Baldwin, Managing Director, announced the complete program for the meeting. Instead of holding the election of officers at the final session, the NAB will select its leaders on the second day. The Resolutions Committee will report at the same time.

While no major issues are on the NAB agenda, there are indications that the copyright issue will be again injected into the proceedings. There are also rumors that NAB members want to start a movement for the employment of a radio czar, such as the movie industry has in Will Hays.

Several amendments to the NAB constitution and by-laws are to be considered. Among these will be an increase of 50 percent in membership dues.

The annual election of officers will occupy the chief interest at the opening of the convention. Four officers and six directors must be elected. The incumbent president, C. W. Myers, of Portland, Ore., may be a candidate for re-election. There are a dozen or more other active candidates for the post, however.

The first day's session will include, besides Judge Sykes' address, speeches by the President, Mr. Myers, and the Treasurer, Harold Hough, of Fort Worth, Texas, and a report by Mr. Baldwin. There will be no afternoon session.

Following election of officers on Tuesday morning, the Engineering Committee, headed by J. H. DeWitt, of Nashville, will report.

The Wednesday sessions will be occupied with numerous reports and papers. The convention will close with the banquet Wednesday night, the 23rd.

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RUMORS FOCUS ON GARY, LANHAM FOR STEWART'S SUCCESSOR

With only a fortnight remaining before the term of Dr. Irvin Stewart will expire as member of the Federal Communications Commission, the broadcasting industry awaited eagerly the appointment of his successor this week.

Rumors included a half dozen prospective candidates, but the best informed reports centered about Hampson Gary, now General Counsel of the FCC, and Representative Fritz Lanham (D.), of Texas.

Oddly enough, both are from Texas, as was Dr. Stewart. Mr. Gary served a short term on the Commission before becoming General Counsel.

The names of former Representative Driscoll, of Pennsylvania, now Chairman of the State Public Utilities Commission, and T.A.M. Craven, Chief Engineer of the Commission, were still being mentioned, but not with such assurance as those of Messrs. Gary and Lanham.

Possibility that a dark horse may be selected by President Roosevelt was seen in his delay in making a choice. One report had it, moreover, that Majority Leader Rayburn, of the House of Representatives, had added confusion by endorsing a candidate whose identity was uncertain.

Although last year there were rumblings of discontent from Western Senators that there is no far Westerner on the Commission, it was understood that a group of the Western bloc had agreed that they have no candidate and have endorsed Mr. Gary. Senator Sheppard, of Texas, is reputedly supporting Mr. Gary, while Senator Connally has endorsed a minor candidate from his locality.

One thing in Mr. Gary's favor is the forthcoming International Radio Conference at Cairo. Because of the need for diplomacy at this meeting, the State Department may suggest that Mr. Gary, who was formerly U. S. Minister to Egypt, and who had served in the State Department for 7½ years, had been called to the Paris Peace Conference as an advisor by President Wilson, would be a valuable member of the Egyptian delegation.

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MUTER RETAINED AS RMA HEAD; DIRECTORS ELECTED

Leslie F. Muter, President of the Muter Company, of Chicago, was re-elected President of the Radio Manufacturers' Association, this week at the closing session of the convention in Chicago. It will be his fourth term.

Fred D. Williams, of Philadelphia, was re-elected Treasurer, and Bond Geddes was retained as Executive Vice-President in charge of the Washington office. John W. Van Allen, of Buffalo, remains as General Counsel.

The RMA adopted an amendment increasing the number of Directors from 18 to 25.

Directors who were re-elected are:

David Sarnoff, RCA; James M. Skinner, Philco; Paul V. Galvin, Motorola Co., Chicago, and Arthur T. Murray, United American Bosch Co., Springfield, Mass., representing set manufacturers; David T. Schultz, Raytheon, New York; Arthur Moss, Solar Co., New York, and Phil C. Lenz, Lenz Electric Co., Chicago, representing parts manufacturers.

The seven new members are P. S. Billings, Belmont Radio, Chicago; S. T. Thompson, Pilot Radio, Long Island City; Ernest Alschuler, Earla Radio, Chicago; H. E. Osmun, Central Laboratories, Milwaukee; Ray F. Sparrow, P. R. Mallory Co., Indianapolis; Jerome J. Kahn, Standard Transformer Co., Chicago, and Samuel J. Cole, Aerovox Co., New York.

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ADDITIONAL WAVES RECOMMENDED FOR HEARST RADIO, INC.

A favorable Examiner's report was filed with the Federal Communications Commission this week on the application of Hearst Radio, Inc., for additional point-to-point frequencies to use in its press communication service between New York, Chicago, and San Francisco.

Examiner R. H. Hyde recommended that Hearst Radio be granted authority to use 10,090 kc., unlimited time on WEEW, New York, WEEX, Chicago, and KGXQ, San Francisco, and 15,565 kc. on WEEW and 7,625 kc. on KGXQ, nighttime.

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RCA-VICTOR BOOSTS WAGES AT CAMDEN PLANT

Wage increases ranging from 3 to 5 cents an hour for 8,500 employees of the Camden plant of RCA Victor Co. were announced by Robert Shannon, Vice-President, this week.

In a notice to the employees, Mr. Shannon said:

"Since the last general wage increase prior to the first of this year, we have continued to study base rates of pay. Our study shows that our rates are much higher than the general radio industry. However, we are pleased to announce increases effective Monday, June 7th, as follows:

"3¢ per hour added to the present base rates for all female employees.

"4¢ per hour added to the present base rates for all junior male employees.

"5¢ per hour added to the present base rates for all senior male employees.

"These increases apply to starting rates and all intermediate steps.

"These increases are in keeping with our desire to maintain base rates equal to or better than prevailing rates in similar industries of this area."

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BBC TO GIVE EXTRA TELEVISION HOUR FOR TRADE

The British Broadcasting Corporation has announced that, for trade purposes only, an extra period of television, lasting approximately an hour, will shortly be given every weekday morning between 12:30 and 1:30 P.M. A special film, surveying the activities of television since the opening of the service about six months ago, has been produced by the BBC and will be shown every day in the extra hour. This transmission is intended solely for the benefit of manufacturers and those engaged in the sale of television sets, and not for the entertainment of home viewers.

In order to effect certain internal adjustments and to make improvements in studio facilities at Alexandra Palace, arrangements have been made, with the concurrence of the Television Advisory Committee and with the approval of the Postmaster-General, for television transmissions to be suspended for a period of three weeks, beginning Monday, July 26th.

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RADIO TRADE IN JAPAN SHOWS STEADY GROWTH

"The radio trade of Japan has shown a steady and healthy growth during the past twelve years", according to a report carried in Broadcasting in Japan, just issued by the Broadcasting Corporation of Japan. "As early as 1925, large number of foreign made parts and receiving apparatus had been sold, but today almost all of these are seen replaced by those of domestic manufacture.

"Since the introduction of approval system for wireless receiving sets and parts by the Broadcasting Corporation of Japan, seven years ago, the manufacturers have shown marked improvements in the design and the quality of their products.

"These sets occupy nearly thirty percent of the total receiver production, while nearly eighty percent of the parts manufactured in the country are those approved by the B.C.J.

"The year, 1936 has proven to be the biggest in the radio trade years of the past. The total number of receiving sets sold during the year is figured at about 1,200,000 and that of vacuum tubes for reception only amounted nearly 10,000,000. The total sales amount of the sets and parts can be safely figured at 40,000,000 Yen.

"Such was caused mainly by the phenomenal increase in the number of listeners for the country and by the growing tendency among listeners to exchange the old obsolete sets for the better ones, added also by the marked increase in exports trade demanded by neighboring countries.

"The future of Japanese radio manufacturing and trade seems promising for many fundamental reasons: - Firstly the radio listeners are expected to increase in greater rate for many years to come, due to increase in the number and the power of stations and its popularity among great mass of population; secondly, the manufacturing art of radio sets, developing rapidly with the constant, technical improvement, encourages export trade among oriental countries, as well as to occident."

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MASON-DIXON GROUP SEEKS TRANSFER OF CONTROL

Six Eastern stations now controlled by Mason-Dixon Radio Group, Inc. have applied to the Federal Communications Commission for authority to transfer control to J. Hale Steinman and John F. Steinman.

The stations are: WDEL and WILM, Wilmington, Del.; WAZL, Hazelton, Pa.; WEST, Easton, Pa.; WGAL, Lancaster, Pa., and WORK, York, Pa.

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APRIL RADIO ADVERTISING SHOWS SEASONAL SLUMP

Total broadcast advertising during the month of April amounted to $11,309,319, according to the National Association of Broadcasters. Gross time sales for the month were 2.7% below the level recorded for last month, the usual seasonal decline. While national network and national non-network business showed declines in volume, regional network and local advertising experienced gains. Total sales were 28.1% ahead of the level as registered during April of 1936. The principal gain over last year occurred in the national non-network field, the volume of sales in this portion of the medium rising 53.8%.

As compared to last month, other major media followed the usual seasonal tendencies in experiencing slight increases in advertising volume. As against last April, national magazine volume increased 17.6%, national farm paper volume 11.8%, and newspaper lineage 3.4%. These increases compare to the 28.1% gain experienced by broadcast advertising.

Non-network broadcast advertising remained at approximately the same level as was recorded for March. Local station volume showed the only increase, rising 5.5%. All sizes of stations showed marked increases as compared to last April, the principal increase being a 47.2% gain recorded by regional stations. Of the geographical districts, the South Atlantic-South Central Area showed the only increase of any importance as compared to last month. All sections of the country recorded gains in business as against last April.

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SOVIET TELEVISION EXPECTED TO COVER MOSCOW PROVINCE

A high-fidelity television center is to be constructed in Moscow, the Signal Corps Bulletin of the War Department notes. The Peoples Commissariat of Communications has approved the construction project as presented by "Radiostroi." This project has been classed as especially necessary and urgent. It is hoped that the transmission of high-fidelity television will start in May or June 1937.

The principal equipipment for the Moscow Television Center was purchased from the Radio Corporation of America. This equipment is the very latest development of the Television Radio Laboratories of the R.C.A. under the direction of Dr. V. K. Zworykin, the inventor of the iconoscope.

The latest model of iconoscope will be used, thus insuring high-fidelity transmission.

Due to the large number of elements transmitted it is necessary to employ ultra-short waves. The transmitter will operate on a frequency of 49.75 megacycles, that is, on a wavelength under 6 meters. The unmodulated power brought to the antenna will be 7.5 kw. When transmitting an all-white field, the peak would reach 30 kw.

On account of the comparatively high-powered U.K.V. transmitter and the location of its antennas on the Shuhova tower, which is 150 meters high (300 meters above sea level), it is expected to be able to furnish high-fidelity television within a radius of 50 to 60 kilometers, which takes in most of Moscow province.

The sound transmitter will operate on a frequency of 52 megacycles and will have a power of 7.5 kw. The small difference between the carrier frequency of both transmitters (2.25 megacycles) permits the reception of sound and images on the same antenna, and this simplifies the scheme of reception. The sound tract of the transmission covers a field of frequencies from 50 to 10,000 cycles per second, and this feature provides considerably better artistic reproduction of sound than is realized through the medium of other short-wave transmitters.

A stock of television receivers has also been purchased in the United States to be used as patterns in the manufacture of similar sets by the Glavesproma factory. These receivers will be placed in a cabinet measuring 1 meter high, 65 centimeters deep, and 40 centimeters wide.

The television images will be seen on the cathode screen of the kinoscope tube by means of an inclined mirror placed inside the tops of the cabinet, which can be elevated. The image will average 14 by 19 centimeters.

The sound will pass through an electro-dynamic loudspeaker located in the lower part of the cabinet.

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AD AGENCY MEN CALLED "CHAMPION DEADBEATS"

"Radio's champion deadbeats", says Variety, "are the advertising agency staffmen, who like to go places, meet blondes and guzzle expensive refreshments. They're happy to allow radio actors, comedians, musicians, writers and directors to lift the check.

"Some of the Broadway boys are grumbling about the impositions heaped upon them by such admen. They wouldn't take that much social abuse of good nature and good fellowship from a Hollywood scout. Nor would a Hollywood scout attempt the inconsiderate and chiseling night life tactics of the agency lads."

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TRADE NOTES

September 26, 1937, has been set as the date when Station WHK, Cleveland, Ohio, will join the National Broadcasting Company as a member of the Basic Blue Network, replacing WGAR. The network rate per evening hour will be $340. WHK is owned by the Radio Air Service Corporation, an affiliate of the Cleveland Plain Dealer and the Cleveland News. It operates full time on a regional channel frequency of 1390 kilocycles, with a daytime power of 2500 watts and nighttime power of 1000 watts.

The Federal Trade Commission has issued an order to cease and desist against Allura, Inc., Sacramento, Calif., directing discontinuance of certain unfair methods of competition in the sale of Allura, an eye lotion. Findings are that the company made false and misleading representations in advertising matter and radio broadcasts in violation of Section 5 of the Federal Trade Commission Act.

A new broadcasting station at Coeur d'Alene, Idaho, was recommended to the Federal Communications Commission this week by Examiner P. W. Seward. The applicants, Clarence A. Berger and Saul S. Freeman, propose to use 1200 kc. with 100 watts power, daytime.

A substantial increase in efficiency of coverage is reported by Station WXYZ, NBC's Blue Network station in Detroit, as the result of the installation of a new vertical radiator antenna. The new antenna is a single self-supporting tower located on top of the fifteen-story Maccabees Building, where WXYZ's studios are located. It is 283 feet in height and towers 474 feet above Woodward Avenue in Detroit. The top of the new tower is equipped with a turnstile antenna to be used later for ultra-high frequency transmission.

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FIVE APPLICANTS SEEK TEXAS PERMIT; ONE CHOSEN

Wichita Falls, Texas, with a population of only 43,690, apparently has attractions for would-be broadcasters. Five applicants have sought authority to construct a station there. Examiner John P. Bramhall this week recommended that one, the West Texas Broadcasting Co., be given a construction permit. The applicant proposes to operate on 1380 kc. with 1 kw. power, unlimited hours.

Examiner Melvin H. Dalberg at the same time recommended that the application of the Beaumont Broadcasting Association, Beaumont, Texas, be granted. The applicant asked for authority to use 1420 kc. with 100 watts power, unlimited hours.

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BROADCASTING ABROAD

The broadcasting service in the Irish Free State is a Government monopoly and is operated by the Department of Posts and Telegraphs.

There are three broadcasting stations in the country. The Athlone Station situated in County Westmeath is the central high power station and provides a national service. The other two stations are at Dublin and Cork.

All broadcasting programs are originated in the Dublin station studios and are transmitted simultaneously from the three stations. The local programs are designed to have a distinctive flavor. There is a great deal of Irish music and dancing, and talks in Irish and English on Irish history, music, and literature. Descriptive broadcasts of Gaelic football and hurling are also popular. Broadcasts to schools are given for one half-hour daily, except Saturdays, Sundays and holidays.

Sponsored advertising programs have been tried out during the past few years, but the Government does not encourage such programs. At present the only sponsored program is given by the Irish Hospitals Trust, Ltd., advertising their lottery tickets.

According to the U. S. Signal Corps, experimental television transmissions of weather charts to airplanes are being made in Berlin.

Broadcasting and newspapers are temporarily replacing, as the educational media of the children, the primary schools of Wellington district, New Zealand, in which, as a precaution against the spread of infantile paralysis, children are not permitted to assemble, according to World-Radio. Closing of the schools soon after the long Summer recess would have meant serious interference with educational progress, but Wellington Education Board is keeping its teachers on duty. They prepare daily lessons for their pupils, which the newspapers publish each morning. Then the National Broadcasting Service comes into use at 9:30 A.M. for an hour's school session. The pupils complete the daily task, their work being sent post-free to the Education Board for correction. This unique emergency scheme began with "Arithmetic Day."

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FCC ISSUES ORDER AGAINST WESTERN UNION

The Telegraph Division of the Federal Communications this week directed that a Report and Order issue holding the Western Union Telegraph Company's practice of imposing an artificial delay on the handling, transmission, or delivery of ordinary messages to be unjust and unreasonable, unjustly and unreasonably discriminatory, and unduly and unreasonably prejudicial.

It also directed that the Report and Order declare the ratio between the charges prescribed by the Western Union Telegraph Company for ordinary plain language and code messages and urgent plain language and code messages to be unjust and unreasonable, unjustly and unreasonably discriminatory and unduly and unreasonably prejudicial.

Since the facts and evidence upon these questions may vary as to the other carriers operating in the international field, separate decisions and orders applicable to each of them may subsequently issue as may be found necessary or proper.

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ALFRED J. McCOSKER TO RECEIVE HONORARY DEGREE

Alfred J. McCosker, President of the Bamberger Broadcasting Service (WOR), will receive an honorary degree of Doctor of Laws at the John Marshall College of Law commencement exercises to be held at the State Norman School, Jersey City, N. J., June 16th. Mrs. Franklin D. Roosevelt and Orwin W. Kaye, Regional Director of the National Youth Administration, will be similarly honored at the exercises.

Mr. McCosker will be cited, according to Dean Alexander F. Ormsby, as one "who with able direction and incalculable force for the spreading of knowledge has united in his experience the two most far-flung instruments in education - press and radio." It was particularly fitting to honor Mr. McCosker, Dean Ormsby explained, because "he was once such a youth as John Marshall seeks to educate - a boy without considerable financial resource."

Born in 1886, Mr. McCosker was educated in the parochial schools of New York City. He began his career as copy boy to the late Arthur Brisbane, and during the years that followed he held every position on a newspaper up to and including editor. He joined WOR in 1923, became Director and General Manager in 1926, and was made President in 1933. He was President of the National Association of Broadcasters from 1932 to 1934, and since then has been a member of its Board of Directors. He has been Chairman of the Mutual Broadcasting System since it was organized in 1934.

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CANTON, CHINA, SEEN AS GROWING RADIO MARKET

A market exists for radio receivers in Canton, China, and vicinity, according to U. S. Consul General Irvin N. Linnell. Apparatus of American and European manufacture is on sale by dealers among whom competition is very keen. Inexpensive table models of from 4 to 6 tubes are in greatest demand, those of American make being the most popular.

"It is believed that the local demand for radios will be stimulated somewhat by the completion of a powerful broadcasting station in Canton, which is scheduled to commence operations very soon", the report adds.

"Electric current is available in the large cities of the Canton district but not in the rural areas. Since it is believed, however, that radios are in greater demand in urban centers than in rural districts, probably there is a larger market at the present time for current-operated receivers than for battery-operated apparatus."

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NEW KNX-CBS BROADCASTING CENTER ULTRA-MODERN

Photo-electric signal devices, built-in sound effects, invisible control-room windows, inverted studio walls and cavernous reverberation chambers - these are some of the features which the country's leading engineers, architects and acousticians have devised for the new KNX-Columbia broadcasting center in Hollywood.

Construction work has progressed rapidly since the ground-breaking ceremony last April, and CBS officials are confident that the studios will be ready for its dedicatory broadcast by next December. Even as workmen are completing the foundation for the structure, which is to cover an entire city block, experiments to produce new refinements in radio architecture are being directed by William Lescaze, foremost modernist architect responsible for the design; Earl Heitschmidt, assistant architect in charge of Hollywood construction; Dr. Verne Knudsen, University of California acoustical engineer and consultant to the Columbia Broadcasting System; and CBS engineering heads in New York and on the West Coast.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF JUNE 15, 1937

No. 1036

June 15, 1937

U. S. HAS MORE RADIOS THAN EUROPE SANS RUSSIA

While incomplete, figures recently issued by the International Broadcasting Office at Geneva indicate that the United States is still well in the lead in the number of radio receiving sets. In fact, this country probably has more radio sets than all of Europe, excluding the Union of Russian Soviet Republic, which was not included in the count. Nevertheless, Europe gained more than 3,000,000 radios in 1936.

This addition brought the total number of radio sets in the "European zone", as defined by the Convention of Lucerne, to approximately 28,000,000. This count includes Spain at its 1935 figure, as no statistics are available on registrations in 1936.

The number of radio-equipped homes in this country on January 1, 1937, was 24,269,000, and this figure did not include "extra" sets or auto radios.

The Columbia Broadcasting System estimated later in the Spring that there would be 25,000,000 radio families this Summer but a total of 34,000,000 sets. The extra 9,000,000 was obtained by allowing 4,000,000 "extra" sets for the radio-equipped homes and 5,000,000 automobile radios.

Germany surpassed Great Britain during 1936 in the number of receiving sets in Europe for the first time in several years, the Geneva record shows. It reported 8,167,957 sets as compared to 7,914,506 for England.

Greece more than doubled its supply of radio sets and easily led in the percentages of increases. Only one country showed a loss. That was Bulgaria.

The chart as issued by the International Broadcasting Office follows:

	Dec. 31 1935	Dec. 31 1936	Percentage Increase
Great Britain	7,403,109	7,914,506	6.91
Germany	7,192,952	8,167,957	13.55
France	2,625,677	3,218,541	22.58
Holland	946,844	989,115	4.46
Sweden	834,143	944,487	13.23
Czechoslovakia	847,955	928,112	9.45
Belgium	746,395	890,323	19.28
Denmark	609,226	652,255	7.06
Austria	560,120	593,815	6.01
Italy	530,000	622,692	17.54
Poland	491,823	677,404	37.73
Switzerland	418,499	464,332	10.95
Hungary	352,907	365,354	3.53
Norway	191,378	240,251	25.54
Finland	144,721	177,376	22.56
Roumania	127,041	162,766	28.12
Latvia	82,175	96,331	17.23
Yugoslavia	81,385	96,660	18.77
Irish Free State	78,627	98,949	25.85
Egypt	41,370	57,633	39.31
Algiers	41,344	56,467	36.58
Portugal	40,409	53,659	32.79
Danzig	29,000	32,484	12.00
Lithuania	26,763	35,234	31.65
Estonia	24,193	37,800	56.24
Morocco	23,079	29,448	27.59
Bulgaria	17,213	15,000	12.85 decrease
Luxembourg	15,000	25,000	66.67
Palestine	12,200	20,388	67.11
Iceland	12,183	12,938	6.20
Tunis	10,582	13,383	26.47
Greece	6,317	13,717	117.14
Turkey	6,175	9,033	46.28
Syria and Levant	4,307	6,345	47.32

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RADIO INDUSTRY ON CBS NET JULY 10

On July 10 on a national network of the Columbia Broadcasting System, a program on "The Radio Manufacturing Industry" will be presented by the U. S. Department of Commerce. Under arrangements of the Radio Manufacturers' Association with government officials, the radio industry broadcast has been arranged from the Washington studio (WJSV) of the Columbia Broadcasting System at 2:30 to 2:45 P.M., E.S.T.

The government broadcast on the radio industry is one of the series of programs, in dramatic and interesting style, covering the principal American industries. Material for the government broadcast is being furnished through RMA and its members. The steel, automobile, and electrical industries were among recent programs covered by the Department of Commerce presentations on the Columbia network.

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	Dec. 30 1970	Dec. 31 1969	Percentage Increase
Total Assets	7,[illegible],[illegible]	7,[illegible],000	[illegible]
Savings	7,[illegible],[illegible]	8,[illegible],000	[illegible]
Frozen	8,[illegible],[illegible]	[illegible],000,000	[illegible]
Optional	[illegible]	[illegible],[illegible]	[illegible]
Funds	[illegible]	[illegible],000	[illegible]
Co-debtors	[illegible]	[illegible],[illegible]	[illegible]
Notes	[illegible]	[illegible],[illegible]	[illegible]
Passbook	[illegible],000	[illegible],[illegible]	[illegible]
Loans	[illegible],100	[illegible],[illegible]	[illegible]
Daily	[illegible],000	[illegible],[illegible]	[illegible]
Found	[illegible],[illegible]	[illegible],[illegible]	[illegible]
Outstanding	[illegible],[illegible]	[illegible],[illegible]	[illegible]
Income	[illegible],[illegible]	[illegible],[illegible]	[illegible]
Spring	[illegible],000	[illegible],[illegible]	[illegible]
Finance	[illegible]	[illegible],[illegible]	[illegible]
Commerce	[illegible]	[illegible],[illegible]	[illegible]
Savings	[illegible]	[illegible],[illegible]	[illegible]
Checks	[illegible],000	[illegible],000	[illegible]
Other Per Diem	[illegible]	[illegible]	[illegible]
Gift	[illegible],[illegible]	[illegible],[illegible]	[illegible]
Algeria	[illegible],[illegible]	[illegible],[illegible]	[illegible]
Foreign	[illegible],[illegible]	[illegible],[illegible]	[illegible]
Deals	[illegible],000	[illegible],[illegible]	[illegible]
Interest	[illegible],[illegible]	[illegible],[illegible]	[illegible]
Bonds	[illegible],[illegible]	[illegible],[illegible]	[illegible]
Stock	[illegible],[illegible]	[illegible],[illegible]	[illegible]
Advance	[illegible],[illegible]	[illegible],[illegible]	[illegible]
Insurance	[illegible],000	[illegible],000	[illegible]
Value	[illegible],000	[illegible],000	[illegible]
Fund	[illegible],[illegible]	[illegible],[illegible]	[illegible]
Funds	[illegible],000	[illegible],000	[illegible]
Shares	[illegible]	[illegible]	[illegible]
Shares	[illegible]	[illegible]	[illegible]
Work and Income	[illegible]	[illegible]	[illegible]

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Radio Station [illegible] Celebrating 25

On July 30 on a national network of the Columbia Broadcasting System, a program of "The [illegible] Industry" will be presented by the U. S. Department of Commerce arrangements of the Radio Broadcasting Association of Government officials, the radio industry and other interests arranged from the Washington studio (WRC) of the Columbia Broadcasting System at 12:30 to 1:00 p.m., E.S.T.

The government has chosen to use radio broadcasting as one of the means of programs. In addition the Department is presenting the president Amerti [illegible] Mr. [illegible] Department is also [illegible] industry. The actual [illegible] of the [illegible] among people [illegible] government [illegible] participation in the program.

WRVA MAKES BID FOR 50 KW

A strong presentation of the merits of Station WRVA, of Richmond, Va., in its application for an increase from 5,000 to 50,000 watts power was made before Examiner Robert L. Irwin at the Federal Communications Commission last Thursday (June 10). The hearing ran all that day and was not concluded until Friday noon.

C. T. Lucy, of Larus & Brothers Company, owners of WRVA, made the general statement regarding the station; former Representative Frank D. Scott, of Michigan, acted as counsel, and Paul Godley, well-known radio engineer, handled the technical end.

Mr. Lucy dwelt at considerable length on the public service of WRVA not alone to the city of Richmond but to the entire State. He said that the station had put on 500 educational programs in behalf of the University of Virginia free of charge. Also approximately 2700 programs for the State and Federal Departments of Agriculture were carried. Likewise, offerings have been made in behalf of the Virginia Conservation Highway and other departments. There, too, was work done for the Richmond Board of Health and local authorities.

Mr. Lucy said that for eleven years WRVA had maintained remote control connections with these various public departments and was the only station in Virginia which had ever done this. Mr. Lucy also spoke of the excellent results attained by the wooden broadcasting tower of Station WRVA, the only one of its kind in this country and the tallest wooden structure in the United States.

Among others participating in the hearing were John M. Littlepage, representing WISN, of Milwaukee; Phil J. Hennessey, Jr., NBC, and George O. Sutton. Decision in the case was reserved.

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DEMOCRATS STILL OWE COLUMBIA $18,860.31, REPORT SHOWS

The Democratic National Committee still owes the Columbia Broadcasting System $18,860.31, according to a report filed last week with the clerk of the House of Representatives.

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WLS "HINDENBURG" BROADCAST DUPLICATE RECORDS BEING MADE

So great has been the demand to hear a rebroadcast of the remarkable recording made by Station WLS, of the "Hindenburg" disaster, that though the station does not contemplate broadcasting this recording again, it is having copies made for the many people who have requested them.

"This recording in its entirety runs 40 minutes and 50 seconds on a 33-1/3 disc," Glenn Snyder, Manager of WLS, Chicago, explains. "That takes in the advance material that was recorded prior to the crash and to the moment our men left the field. There is no word of explanation as to why or how it was made - just the actual recording made at the time.

"We are having made a 30 minute recording of this, into which we have put a word of explanation at the opening as to how it happened to have been made, and eliminated some of the repetitions and other material not particularly interesting. This is a 78 and takes three twelve-inch records, both sides, to complete it. As you know, anybody with a phonograph could use this, and only some one with electrical transcription machines could use the 33-1/3.

"It is costing us some $300.00 to have the master remade for phonograph record use. It will then take some three 12-inch records for the recording which records will cost us something like $3.50 per set. We do not want to make any effort to seel them and neither can we afford to give away many at that price but a few such sets will probably be available and could be obtained for cost."

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JACKSON HEADS NEW RADIO-AVIATION GROUP

W. E. Jackson, Chief of the Radio Development Section of the U. S. Bureau of Air Commerce, last week was elected Chairman of the Radio Technical Committee for Aeronautics.

The Committee was organized two years ago under the auspices of the Air Commerce Bureau. Composed of representatives from Government agencies concerned with aeronautic radio and manufacturers and users of aeronautic radio, it investigates development of anti-static antennae, direction-finding equipment, instrument-landing apparatus and ultra-high frequencies.

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TRANSRADIO SUIT AGAINST NETS SETTLED

The Transradio Press suit against 17 defendants for $1,700,000 charging conspiracy in restrain of trade was settled out of court last Thursday afternoon following several days of negotiations between attorneys of two defendants, the Columbia Broadcasting System and the National Broadcasting Company, and counsel for the plaintiffs, Transradio Press Service and Radio News Service, Inc.

Transradio announced that there had been a "satisfactory adjustment" with CBS and NBC. Details were unavailable. Press associations, and individuals were mentioned only by way that the suit against them had been discontinued.

Herbert Moore, President of Transradio, said that by mutual arrangement the details of the "adjustment" would not be divulged. He stated that he was "glad to see that it has come to a satisfactory conclusion."

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17 UNIVERSITIES OFFER SUMMER RADIO COURSES

Summer courses in some phase of radio education will be given at the following institutions during the Summer of 1937, according to the National Committee on Education by Radio:

University of Florida, Gainesville; Northwestern University, Evanston, Ill.; Butler University, Indianapolis, Ind.; Purdue University, West Lafayette, Ind.; University of Wichita, Wichita, Kans.; University of Michigan, Ann Arbor, Mich.; University of Montana, Missoula, Mont.; Columbia University, New York, N. Y.; New York University, New York, N. Y.; Ohio State University, Columbus, Ohio; Waynesburg College, Waynesburg, Pa.; University of Texas, Austin, Texas; Southern Methodist University, Dallas, Texas; Baylor University, Waco, Texas; University of Washington, Seattle, Wash.; West Virginia University, Morgantown, W. Va.; and University of Wyoming, Laramie, Wyo.

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BRITISH REPORT MRS. F.D.R. GETS $3,000 A BROADCAST

Although the amount paid Mrs. Franklin D. Roosevelt for her radio broadcasts has been studiously kept secret in this country, the British Broadcasting Corporation, in a recent issue of World-Radio announced blithely that the price paid by a commercial sponsor is 600 pounds, or $3,000 for 15 minutes.

Devoting about two columns to a review of the First Lady's radio work, the BBC journal said, in part:

"It would attract notice, for a single address, even in America, where large fees are an everyday occurrence. That sum is, however, paid for a series of speeches of a quarter of an hour each in a 'sponsored program', as it is called when an advertiser pays for, or sponsors, a broadcast for the purpose of an advertisement.

"Mrs. Roosevelt's popularity and, therefore, her advertising value are attested by the fact that her 'fan mail' amounts to approximately 100,000 letters a year. This number includes letters relating to her broadcasts and other matters.

"In spite of the large fees she receives, Mrs. Roosevelt makes no money by her broadcast addresses. All her fees are sent direct to a philanthropic society, which distributes the amounts to the various institutions to be benefited.

"Like every other broadcast speaker, Mrs. Roosevelt is not immune from public criticism. On one occasion, it has been related, a man, amazed at hearing the large fee she received, wrote that, in his opinion, no broadcaster was worth so much money.

"'I think that you are perfectly right that no one is worth two hundred dollars a minute', Mrs. Roosevelt replied. 'I never dreamed for a minute that I was. I do not feel that this money is paid to me as an individual, but that it is paid to the President's wife. It puts money into circulation. The money is spent for a good purpose, and these people would not otherwise be helped. Therefore, I think I am perfectly justified in doing it.'

"The result of doing exactly what the director desires is that Mrs. Roosevelt has become an exceedingly efficient speaker 'on the air', with a technique so enormously improved that the people who engage her feel that they get full value for their money, even though it costs them over six hundred pounds every time she broadcasts for a quarter of an hour."

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TRADE NOTES

Plans for developing export trade were considered at length during the Chicago convention of the Radio Manufacturers' Association by their Export Committee. S. T. Thompson, of Long Island City, will continue for another year as Chairman of the Committee, but during his absence in Europe, the Export Committee meeting at Chicago on June 8th was conducted by J. F. Weldon, of Chicago.

New short-wave equipment, with the call letters W-9XSB, has been acquired by the South Bend (Ind.) Tribune, which also operates stations WSBT and WFAM. It was used for the first time at a recent Notre Dame athletic contest. The announcer covering the event used a short-wave pack transmitter complete in one unit carried on his back. This transmitter sent the broadcast to the local studio of WSBT-WFAM, from which point it was fed into regular lines and broadcast on long wave transmission.

The International Radio Corporation, manufacturers of Kadette radios, has established an Eastern office at 11 West Forty-second Street, New York City, and is preparing plans for a national advertising campaign in the Fall. Newspapers will be the backbone of the drive. E. H. McCarthy, formerly with General Electric and Grigsby-Grunow, has been named Eastern Sales Manager.

April sales of Canadian set manufacturers, according to statistics of the Canadian RMA, totaled 13,494 sets with a list value of $1,000,723, compared with April, 1936, sales of 8,340 sets worth $703,925.

Of the Canadian sales last April, 9,147 were A.C. sets valued at $735,293; 1,263 battery sets valued at $90,738, and 3,084 automobile sets valued at $174,692.

Information from Assistant Trade Commissioner Joe D. Walstrom at Buenos Aires, reveals that while chain broadcasting has been used in Argentina to a limited extent for some time, a special broadcast took place on May 4 in which President Justo spoke on behalf of the Government's new 200,000,000 peso internal bond issue, for repatriating the foreign debt. The broadcasting stations included all of those in Buenos Aires, plus others in 10 interior cities.

"Clipping" of radio broadcasts on the death of John D. Rockefeller, as well as dramatizations of his life, has been begun by the Ivy Lee-T. J. Ross public relations office, according to Newsdom. They are collecting copies of all programs dealing with the death of the oil magnate. When they have compiled the data, they will present it to the Rockefeller family.

Armstrong Perry, for five years Director of the Service Bureau of the National Committee on Education by Radio, was one of the passengers injured when the plane in which they were flying from Brazil to Caracas, Venezuela, crashed in a Venezuelan jungle on April 22nd. Mr. Perry is said to have been very seriously injured and unconscious for nine days. According to the latest report, the survivors were rescued on May 7th, and Mr. Perry is recovering in a Caracas hospital. Since leaving the National Committee on Education by Radio in January, 1936, Mr. Perry has devoted himself to freelance writing and was in Venezuela collecting material.

One of the most extensive radio-news schedules in the country was inaugurated last week by Scripps-Howard's Cincinnati outlet, WCPO. James Hanrahan, Manager of the station, said that at least 14 news broadcasts will be scheduled daily, in addition to numerous short news flashes.

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BROADCASTING ABROAD

Radio broadcasting in Cuba is controlled and regulated by the Direccion de Radio (Radio Bureau) of the Department of Communications. Although there is widespread affirmation of the need for modern legislation and regulations covering all phases of the broadcasting situation, and proposed measures have been prepared for adoption by the Cuban Congress, no legislation has been adopted since the original broadcasting control Decree Law No. 186 of February 12, 1925, and modifications which have appeared from time to time, according to the U. S. Commerce Department.

"Much has been said concerning the non-enforcement of existing legislation which, incomplete and defective as it may be, would if applied very likely alleviate at least in some degree, the unfavorable conditions with which radio set owners have to contend in the reception of broadcasts from Cuban stations", the report states.

"Considering economic importance of the Island, its size and geographical position of proximity to the United States, Cuba is served by too many broadcasting stations. These are highly concentrated in Habana and, with few exceptions, are not satisfactorily modulated. There is, therefore, a great deal of interference not only among Cuban stations but among Cuban and foreign stations, both long and short-wave.

"One of the best Cuban stations is constructing a modern establishment in the outskirts of Habana, using a 300 foot vertical radiator with all equipment of American manufacture. The new station has 25,000 watts power and will be the largest in Cuba. It is planned to set up the studio in Habana modelled after the most up-to-date in use in the United States. The building and antenna are almost completed and the station equipment is being set up. The new station should do much to raise the general level of radio broadcasting on the Island.

"There is no great tendency to improve radio programs. A very few stations have continued their efforts toward improvements and have met with a slight measure of success, but the usual program is marked by monotony and excessive advertising announcements. The quality of station equipment in most cases is mediocre and a large proportion of the apparatus is of local production and assembly. There is great use of records, but little effort to diversify the record selections.

"The broadcasting time chares run from as low as $5 an hour to $50 an hour. Considerable use is made of 'menciones de 35 palabras' (announcements of 35 words.)."

Important modifications and extensions of the Italian broadcasting service will shortly be begun as the result of a convention just signed between the Minister for Communications and the Board of Management of the EIAR, according to the Rome correspondent of World-Radio. The Rome short-wave station is to be greatly strengthened. There will be two transmitters with a power of 100 KW in the aerial for wavelengths between 49 and 31 metres, two transmitters of 40 KW power for the wavelengths between 25.19 and 16 metres, and a third transmitter of 50 KW power, with directional aerials, for various wavelengths. This group of transmitters, to be installed in the grounds of the present Rome short-wave station at Prato Smeraldo, will, it is hoped, allow 2RO to be heard perfectly under any conditions all over the world.

The power of Naples station is to be increased from 1 KW to 10 KW, while Turin will have an auxiliary station of 5 KW power. Two new stations are to be built by the end of 1937; one in Ancona and the other at Catania, in Sicily. To facilitate broadcasts of speeches by the Duce and other manifestations in Piazza Venezia, special lines will be laid underground between this point and the studios of the EIAR in Via Montello, Rome. The estimated cost of the broadcasting improvements, for the year in course, amount to over 21 million lire ($1,115,000) and they are to be begun shortly.

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WORKING HOURS UP; EMPLOYMENT DOWN, U. S. REPORTS

Increased working hours and a slight decrease in employment in the radio manufacturing industry were detailed in the latest report for March, 1937, of the U. S. Bureau of Labor Statistics, the Radio Manufacturers' Association notes. Smaller radio employment in March was said in the government report to be seasonal.

Radio factory employment in March decreased 4.5 percent but was 6 percent higher than March, 1936. The March, 1937, radio employment index figure was 163 percent, compared with February index figure of 170.6 percent.

Radio factory payrolls last March increased 2.3 percent over the previous month and were 21.2 percent above March, 1936. The March index figure on payrolls was 127.1 compared with 124.2 during the previous month of February.

Average weekly earnings last March of radio factory employees were reported at $20.36, an increase of 7.1 percent over the February average earnings of $19.11, and the March earnings were 14.2 percent above March, 1936. The March, 1937, national average weekly earnings of all manufacturing industries was $25.54, while the national average of all durable goods manufacturing establishments was $28.78, both increased a small percentage above February.

Average hours worked per week in radio factories last March were 36.5 hours, an increase of 7.5 percent over the February average of 34.1 hours, and the March average was 10.8 percent above that of March, 1936. The national average work hours of all manufacturing industries during March was 41.0 hours, while the national average work hours of all durable goods manufacturing industries was 42.4 hours, both increased slightly over one percent as compared with February.

Average hourly earnings last March of radio factory employees was 56 cents, the same as the previous month of February, and they were 3.5 percent above average hourly earnings during March, 1936. The National average hourly earnings of all manufacturing industries in March, 1937, was 61.3 cents, while the national average of all durable goods manufacturing industries was 67 cents, the former increased 2.1 percent and the latter 3 percent over the previous month of February.

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I. T. & T. INCOME DOUBLE WHAT IT WAS A YEAR AGO

The consolidated net income of the International Telephone & Telegraph Corporation for the three months ended March 31, 1937, amounted to $1,658,438, as compared with $815,968 for the three months ended March 31, 1936, according to a report just made to stockholders.

No incomes or losses accruing from Spanish subsidiaries have been included in the consolidate income accounts for either of the quarterly periods.

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SENATE HEARINGS NEAR ON COPYRIGHT BILLS

Early hearings on three copyright measures pending in the Senate, two of them favored by the broadcasting industry, were forecast this week.

The Senate Patents Committee has scheduled hearings on a patents measure to begin June 22nd and expected to last two days. Immediately following these hearings the Committee plans to invite testimony on the three copyright measures, according to the Committee Clerk. No definite date has been set.

The measures pending before the Committee from last session the Duffy Bill; the Sheppard Bill, which is identical with a measure suggested by Ed Craney, Manager of KGIR, Butte, and the Guffey Bill, proposing recognition of the rights of performing artists in restricting broadcasting of their works. The two former measures are favored by broadcasters and other copyright users, while the Guffey measure will be opposed.

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WMCA ORDERS 40-HOUR WEEK AND PAY RAISE

A 40-hour week has been inaugurated at WMCA, according to Donald Flamm, President of the station. The agreement between the station management and representatives of the operating and production announcers departments came as the result of negotiations between representatives of the employees and the management last week.

Under the terms of the agreement delivered to department heads, all announcers and producers receive salary increases, effective immediately with a provision in the announcer's agreement that provides for what amounts to a guarantee that the announcer will receive commercial assignments to increase his salary by at least 20%. The agreement as announced runs to January 1, 1938, with provisions for a three-year renewal.

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HEINL RADIO BUSINESS LETTER

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No. 1037

STUDEBAKER SEES PEAK IN SCHOOL USE OF RADIO

School use of radio next Fall will reach an all-time high in the annals of American education, United States Commissioner of Education John W. Studebaker this week reported to Secretary of the Interior Ickes.

The Commissioner based his report upon the hundreds of requests for educational radio scripts received each month from schools and colleges all over the United States by the Educational Radio Script Exchange.

"While many of the schools and colleges are planning to use our scripts for mock broadcasts over public address systems and for other intra-school purposes", Studebaker said, "many others tell us that they plan to produce them over local radio stations when the new school year begins. A number of schools plan to continue their broadcasting activities through the Summer months."

The Script Exchange has been responsible for nearly 1,000 local educational broadcasts since the first of the year. Letters requesting scripts from schools, colleges, universities, CCC Camps and civil organizations indicate that that number will be doubled, or even tripled, during the Fall school term.

The Script Exchange is America's only free education radio script agency, Commissioner Studebaker pointed out. Organized last October as a joint effort of the Federal Radio Education Committee and the Educational Radio Project of the Office of Education, U. S. Department of the Interior, the Exchange has won universal acclaim of educators and broadcasters. Proof that it has stimulated the use of radio for educational purposes is shown by the wide distribution of its scripts. The Exchange has distributed more than 40,000 copies of 100 tested educational scripts in the United States alone, and has aided in their production by sending to broadcasting units, on request, Radio Manuals containing suggestions for production, and Radio Glossaries, defining the many technical words and phrases used in the studio and control room. More than 10,000 Glossaries and Manuals have been sent to organizations that are producing or are planning to produce programs from the scripts.

The primary purpose of the Exchange is to supply good broadcasting material to American schools, colleges and universities, CCC camps, local radio stations and civic organizations interested in radio education, but so far has its fame spread that requests have been received from broadcasters all over the world.

Sample copies of scripts have been sent to every continent. Among the countries that have requested Exchange scripts are Alaska, Argentina, Australia, Canada, Canal Zone, Colombia, Cuba, France, England, Denmark, Newfoundland, Puerto Rico, Virgin Islands and the Union of South Africa. The scripts have been produced in several foreign languages outside the United States.

Numerous organizations have produced Exchange scripts over local radio stations. These groups include the dramatic classes of schools, colleges and universities, P.T.A., CCC and Theater Guild units, groups from various civic organizations and the production units of local stations which use the scripts for sustaining programs.

Exchange scripts are used for many different purposes besides broadcasting. One of their principal uses is for mock broadcasting over the public address systems of schools, colleges and CCC camps. High school teachers say they use the scripts in connection with their history and science classes to create a greater interest among the students in their studies. College instructors use the scripts as supplementary texts in journalism and radio classes. Little Theater and civic organizations produce the scripts as stage plays.

The scripts and the manuals and glossaries are used successfully by numerous dramatic classes. The manuals and glossaries constitute a primary text for radio dramatics and the scripts provide vehicles for practice.

When the Exchange was organized under supervision of Commissioner Studebaker and Director William D. Boutwell of the Office of Education Radio Project, it offered only one series - six scripts called "Interviews With The Past." Since then many other scripts, covering a wide variety of subjects, have been added. Scripts now available include series on history, geography, civics, economics, science, literature and art.

Many other scripts will be added to the Exchange in the near future. Notable among these is a series dramatizing the services and costs of departments of municipal government.

The Exchange has about 1,600 other scripts on file which it has gathered from broadcasting units all over the country.

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CONNERY DEATH SEEN AS END TO RADIO INQUIRY RESOLUTION

The death this week of Representative William Connery, Chairman of the House Labor Committee, was believed to have ended for this session any serious agitation on Capitol Hill for an investigation of the broadcasting industry.

Besides being the author of the resolution calling for a special House inquiry, Representation Connery was the chief force in promoting the investigation. However, a few weeks before his death, it appeared that the resolution would be pigeon-holed for this session.

Mr. Connery was chief spokesman in the House for Catholic and Labor interests that were dissatisfied with the administration of radio. He also was lined up with some of the more demanding of the educational groups.

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CAIRO PREPARING FOR WORLD COMMUNICATIONS CONFERENCE

Egypt has begun preparations for the world conference in Cairo on radio and wire communication problems.

A report to the Department of Commerce from American Commercial Attache, James T. Scott, at Cairo, regarding the International Telecommunication Conference to be held beginning February 1, states that an organizing committee has been formed in the Egyptian capital under the chairmanship of the Minister of Communications.

The organizing committee has nominated an executive committee under the chairmanship of the General Manager of the Egyptian State Railways, Telegraphs and Telephones, to take charge of the general arrangement for the conference, according to the report.

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Renewal of the licenses of Press Wireless, Inc., New York, for operation of point-to-point stations KJX, Daly City, Cal., and WBS, Hicksville, N. Y., was recommended to the Federal Communications Commission this week by Examiner R. H. Hyde.

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U. S. IS BIGGEST NON-PAYING SPONSOR ON THE AIR

The Federal Government is easily the largest non-paying sponsor on the nation's networks and radio stations, it was emphasized this week as the Byrd Committee on Government Reorganization disclosed that at least $150,000 a year is being spent just to prepare programs.

Indications were that the Committee will propose strict budgetary control of the Government's radio activities and probably a pruning of the expenditures, which are growing yearly.

New Deal agencies are the chief users of radio time on the networks and independent stations in campaigns to promote New Deal policies. The programs are of an educational, informational, or propaganda nature for the most part with entertainment features at a minimum.

The Department of Agriculture is the biggest user of free radio time. Last year it sponsored programs on the major networks and more than 300 independent stations. It expended $28,740 in 1936 preparing these broadcasts.

The U. S. Office of Education, however, is expanding its radio activities so rapidly that it threatens to overshadow all other governmental agencies. It recently acquired a well-equipped studio for the production of its programs in the new Interior Department Building. Last year the Office of Education spent $54,962 preparing five programs for weekly broadcasts over NBC and CBS.

The Federal Housing Administration has made extensive use of radio in promoting home ownership and modernization. Last year it spent $40,470 on this activity, of which $7,741 was for talent.

The Resettlement Administration confined its radio promotion to transcriptions in order to reach rural areas via small stations. Last year it spent a total of $28,615 on this activity.

The Works Progress Administration admittedly uses considerable radio time, but no figures were obtained by the Byrd Committee because this activity is inter-linked with the WPA theatre project.

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MUNICIPAL STATION ALSO HAS TROUBLE PLEASING EVERYBODY

With sparodic suggestions of government ownership and operation of broadcasting stations still being made by educational organizations, the recent difficulties of the municipally-owned New York City station, WNYC, are proving interesting to commercial broadcasters.

Frederick J. H. Kracke, New York Commissioner of Plant and Structures, which operates the station, this week was called upon to defend a broadcast over the city's outlet before the Board of Aldermen because of complaints that it had been anti-Jewish.

The chief point of his defense was that freedom of speech over the air was involved.

Alderman Samson Inselbuch, of Brooklyn, had charged WNYC's broadcast on the night of June 5 of speeches presenting the Arab side of the conflict between Jews and Arabs in Palestine was anti-Jewish. On June 11, WNYC presented a one-hour program of four speeches, giving the Jewish side of the question. Rabbi Stephen S. Wise, Louis Lipsky, Zionist leader, Rabbi Abba Hillel Silver and Pierre van Paasen, journalist, were the speakers.

"WNYC operates for the instruction, recreation, entertainment and welfare of the inhabitants of New York City", Mr. Kracke told the Aldermen. "It is the foremost example of governmental radio station operation in the United States. It has often been pointed out that abroad government broadcasting monopolies have one of two policies regarding controversial subjects. They either broadcast the government viewpoint or they do not broadcast any viewpoint at all.

"It is contrary to American ideals to advocate regulation of radio by a government agency whose authority would extend to the point of exercising a complete censorship over programs. The use of the air as a public forum is important to the maintenance of a democratic form of government."

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H. H. the Maharaja Gaewar of Baroda and H. H. King Yeta III, Paramount Chief of Barotseland, appeared in the BBC's television broadcasts from Alexandra Palace, London, during their visit to England for the Coronation. They took part in a program entitled "Some Visitors to London", during which they were interviewed by Leslie Mitchell, one of the television announcers. Viewers saw King Yeta wearing the uniform that was presented to him by His Majesty King Edward VII.

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PALACE OF SOVIETS TO BE AMPLY "RADIOFIED"

The Palace of Soviets which is now under construction in Moscow will be radiofied with the application of the most modern technique, according to the Russian Radio Centre.

"A specially important task is the radiofication of the big hall of the Palace of Soviets, the volume of which will be 970,000 cubic meters", the announcement states. "Its circular amphitheatre will seat 20,000 people. Its diameter will be 125 meters, its height more than 100 meters. The big hall is intended principally for mass meetings.

"To insure the hearing of translation of speeches of orators in different languages, high-frequency installations will be fixed in the hall. The places for delegates will be equipped with ultra-shortwave detectors able to switch on to all the wavelengths over which the translations of the different speeches will be transmitted simultaneously.

"The radio-fication plan foresees an internal and external broadcasting network, the aim of which will be the broadcasting of sessions and artistic productions, the directing of the movement of currents of people and the notification and summoning of different people from the premises."

A radio relaying station also is being installed in the "Komsomolskay" station of the Moscow Kaganovitch Underground Railway. The whole station is being wired for the radio. Passengers will be notified by radio of the departure of trains.

A plan is now being drawn up for the radiofication of all the tunnels of the underground, Radio Centre stated.

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FOUR NEW STATIONS AUTHORIZED THIS WEEK BY FCC

Four new broadcasting stations were authorized this week by the Federal Communications Commission. Construction permits were granted to the following:

Owensboro Broadcasting Company, at Owensboro, Ky., to use 1500 kilocycles, 100 watts, unlimited time, effective July 13; Harold M. Finley and Mrs. Eloise Finley, La Grande, Ore., to use 1420 kilocycles, 100 watts night and 250 watts day, and unlimited time, effective July 13; Edwin A. Kraft, at Petersburg, Alaska, to use 1420 kilocycles, 100 watts, unlimited time, effective August 10; Okmulgee Broadcasting Corporation, Okmulgee, Okla., to use 1210 kilocycles, 100 watts and daytime operation, effective July 20.

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TRADE NOTES

Hearing in the special telephone investigation were resumed Thursday by the Telephone Division of the Federal Communications Commission, and will continue through June 30th.

William S. Paley, President of the Columbia Broadcasting System, is one of the Trustees of the Museum of Modern Art that will replace the Rockefeller mansion at 10 West Fifty-fourth Street, New York City.

When Francis Heric, 16, of Rochester, N. Y., rides his bicycle, he "peddles to music". He has rigged his bike with a two-tube radio of his own design that gives satisfactory reception of programs broadcast by local stations. The radio's chassis rests on the handlebars, the aerial is attached to the rear fender, and power is supplied by batteries in the front basket.

A new broadcasting station, WBIL, New York City, resulting from the purchase of WLW from the Paulist Fathers by Arde Bulova, jeweler, went on the air Thursday night. John Iraci, President of the International Broadcasting Corporation, which operates WOV, is the Director. WBIL operates from the WOV studios at 132 West Forty-third Street.

The Sherwin Williams Company, paint manufacturers, will sponsor the Metropolitan Opera auditions of the air for their third season on the NBC networks next season. Beginning October 3, the program will be heard over the NBC-Blue Network each Sunday from 5:00 to 5:30 P.M., EST.

Denial of the application of the Valley Broadcasting Company, Youngstown, O., for a construction permit to build and operate a station using 1350 kc., 1 kw power, unlimited time, was recommended to the Federal Communications Commission this week by Examiner Melvin H. Dalberg. The station would encounter serious interference, the Examiner found.

The R. J. Reynolds Tobacco Company will sponsor a Columbia Network series for Camel cigarettes and Prince Albert smoking tobacco for the fourth consecutive year.

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BROADCASTING ABROAD

Radio broadcasting in Estonia is conducted by the State Broadcasting Company which is entirely capitalized by the Government. This company was organized in 1934, when it took over the assets of a former private company, including the present two broadcasting stations. Of these, the large station of 15,000 watts is at Tallinn, the other, a small relay station of 500 watts, being located in Tartu. The Tallinn station operation 731 kc. (410 meters) and Tartu 517 kc. (580 meters).

There are no official calls assigned to these stations. In practice they are linked up for broadcasting, and are announced "Tallinn ja Tartu".

There are no short-wave broadcasting stations in Estonia. Short-wave programs are received from European broadcasting stations, the reception of American short-wave transmission not being entirely satisfactory.

The daily programs of the Estonian State Broadcasting Company last from about 7 to 8 hours. Usually from 7 to 9 a.m. and from 6 to 11 p.m. The items on the programs are generally classified into three groups: musical, verbal and miscellaneous broadcasts. Musical programs include orchestral music, operas, soloists and dance music, both from active performance and from phonograph records. Verbal programs have consisted of lectures, press news, etc., while church services, meetings, studio plays, advertising, etc., have constituted the "miscellaneous".

Radio advertising continues to be frowned upon by the Estonian State Broadcasting Company, with the result that during 1936, only 83 hours of total broadcasting time were used or the reading of advertising texts, as against 106 hours spent for this purpose in 1935.

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TWO-DAY NOTICE ON RELAYS NO LONGER REQUIRED

The Broadcast Division of the Federal Communications Commission this week deleted the provisions in the rules and regulations pertaining to the requirement of two-day notice and approval from the Commission for operation required of relay broadcast stations.

In the future, the operation of relay broadcast stations that may cause interference to other relay stations shall be governed by the provisions of Rule 1004. All the licenses of existing relay broadcast stations will be corrected in accordance with these amendments when the next renewals are issued.

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THE PRESS AND RADIO: A BRITISH VIEWPOINT

The British viewpoint on the relationship of radio and the press was explained recently by the Director-General of the British Broadcasting Corporation, Sir J. C. W. Reith.

Discussing radio news bulletins, the Director-General said:

"They give a taste of the news, and to suggest that anyone who is within reach of a newspaper is going to be satisfied with the Empire news bulletins that are given out would, we submit, be quite absurd.

"You will agree", he went on, "that there is a good deal in common to journalism and broadcasting. Competitors or allies? I hear people in this country say there is no doubt at all that there is no competition such as would result in a decline of circulation of morning papers, but there may be in regard to evening newspapers. I don't know.

"'Europe is at this time in a tremendous state, and every mutilated division of it looks to England for information and courage'. It sounds topical, but that is a remark recorded in s secret State paper over one hundred years ago. I think it is an extraordinarily interesting remark, and very significant. We will look for the fulfillment of that aspiration of one hundred years ago in regard to the article of courage to the politician.

"The other article, information, interests you and it interests us. 'We are a free Press', you say, and pride yourselves on it. A great deal is said about freedom of this and that, in this sphere and the other - a certain amount of nonsense included. What do we mean by freedom? It wants definition, and I doubt if there is any freedom which is not, or should not be, conditioned. What by? By this and that. By moral responsibility, Is every possessor of great power and influence conditioned by moral responsibility? Some of them may be, but some of them don't give much evidence of it. Anyhow, freedom wants defining.

"You mean you are independent of State control. Well, so is broadcasting. In whatever respects the freedom of the BBC is curtailed it is in black and white in the Charter. If and when the BBC is doing something which it does not want to do, by Government orders, then that would be clear.

"In Germany and Russia and Italy broadcasting is a mouthpiece of the State and an instrument of Government. A controlled Press and a controlled broadcasting system may mean biased or censored news. But there are other forms of control. I suppose it is possible to have a commercial control which produces something like the same sort of results - in general effect. I would say with regard to broadcasting that the dividend motive is incompatible with the public service motive. Well, maybe you will find a newspaper or two to which that remark might apply, and if it is not the dividend motive it may be some other motive.

"Has broadcasting any effect on irresponsibility of whatever kind it may be, any effect on these ulterior motivasations, whatever they may be? It was possible for news to be suppressed or invented. Is it ever done today? Anyhow, it is less easy. There have been unscrupulous influences, I suppose you would admit. Will they be as common in the future? Will they get away with it as easily in view of the fact that the reading public is also a listening public?

"These ulterior motives, this irresponsibility and unscrupulousness, are to the embarrassment of honest and honorable journalism. Is not broadcasting an ally there? I submit that we are definitely allied to the responsible journalist. BBC news is accepted as accurate. There has been no demand for sensationalism in our news. Let us compete, if you like, in terms of who can give the best service. We are an extraordinary amenable body. There is all sorts of nonsense talked in this country about the unamenability of the BBC.

"The BBC is more than anxious to hear what people think about it, provided that those people are responsible.

"We are up against tremendous competition in the matter of foreign propaganda broadcasting, and the more you care for the Empire the more you will be willing to help us in perfecting and improving our Empire service."

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GOOD DEMAND FOR RADIO SETS IN IRISH FREE STATE

There is a good demand for radio sets in the Irish Free State and the market for sets is steadily expanding, according to Vice Consul E. J. King, Dublin, in a report made public by the Electrical Division, Department of Commerce.

Due to seasonal variations in radio reception and the availability of money in the agricultural communities which account for approximately two-thirds of the total population, the greatest demand for receiving sets is during the period from December to March, the report states.

Licensed radio receiving sets in the Irish Free State as of December 1, 1936, totalled 104,000 units compared with 78,600 units as of December, 1935, and 54,000 units recorded as of March, 1934, the Vice Consul reported.

As there is no domestic manufacture of radio receiving sets in the Irish Free State, the demand must necessarily be supplied by importations. Imports in 1936 were valued at £230,000 ($1,150,000) compared with £235,000 ($1,175,000) in 1935 and £225,000 ($1,125,000) in 1934, official statistics show.

Both battery-operated and socket power radio receiving sets are used in the Irish Free State, it being estimated locally that approximately 55 percent of the sets in use are of the socket power type.

As electrification throughout the Free State progresses, however, the number of battery-operated radio is being reduced, according to the report.

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EMERSON CORP. PLANS BIG PROMOTION CAMPAIGN

With bookings running considerably ahead of a year ago, the Emerson Radio and Phonograph Corporation will launch a greatly enlarged advertising campaign late in August or early September, it was announced this week at a showing of the 1938 line to more than 100 distributors at the Hotel New Yorker, New York City. In addition to full pages in seven national magazines, a wide list of newspapers throughout the country will be used for both national and cooperative advertising. Billboards, radio and point-of-sale are also included in the promotion.

The company is making list prices uniform throughout the United States, and has established a set of minimum dealer discounts. The line includes twenty-three table models at $14.95 to $54.95, ten radio and phonograph combinations at $59.95 to $139.95, seven consoles at $44.95 to $119.95, six farm sets at $19.95 to $54.95 and two auto radios at $39.95 and $54.95. One combination radio and phonograph set is priced at $750. The "Miracle Tone Chamber" will be featured in advertising.

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RCA PLANS TELEVISION EXHIBIT AT N. Y. FAIR

David Sarnoff, President of the Radio Corporation of America, and Grover Whalen, President of the 1939 New York World's Fair, signed an agreement Thursday whereby television will be given a public demonstration by the Radio Corporation of America and the National Broadcasting Company at the World's Fair which is dedicated to "The World of Tomorrow."

The agreement, signed as part of the first ceremony of its kind ever to be televised, will afford the millions of visitors to the Fair an opportunity to watch demonstrations of every aspect of radio and television - the modern world's and the future world's most effective means of communication and entertainment.

By terms of the agreement, the Radio Corporation of America will construct on the Fair Grounds in New York City an ultra-modern building which will house a complete exhibition of all branches of the radio art and its developments. Facilities will be provided for practical demonstration of all aspects of modern radio and television.

This building, linked directly with the NBC television transmitter on the Empire State Building, will televise outstanding World's Fair events, and will bring to visitors, for the first time in radio history, joint demonstrations of the marvels of sound and sight broadcasting.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF JUNE 22, 1937

No. 1038

June 22, 1937.

SILENCE CRITICS WITH SERVICE, SYKES ADVISES N.A.B.

The nation's broadcasters were advised this week to render such fine public service that critics of the American plan of broadcasting would be silenced by Judge Eugene O. Sykes, veteran Chairman of the Broadcast Division, Federal Communications Commission.

Delivering the principal address at the convention of the National Association of Broadcasters in Chicago, Judge Sykes spoke on "The Duty and Responsibility of the Broadcaster."

"The entire theory of the Radio Act and its successor, the Communications Act", he said, "is that broadcasting licensees are made trustees of the Federal Government to render a public service to the communities their stations serve; that this license is a privilege granted by the Government for just such time as this service is rendered and in no way constitutes a vested right to the use of a frequency.

"The criterion set up in this law for the issuance and for renewal of licenses, is 'if public convenience, interest or necessity will be served thereby', or as stated in another section of the Act if 'the Commission shall determine that public interest, convenience or necessity would be served by the granting thereof.' In the one phrase, the word 'convenience' is placed first, while in the other the word 'interest'. However, they mean the same thing.

"While another section of the Act expressly states that a broadcasting station is not a common carrier yet, by the terms of the Act, above quoted and by its very nature, it is a business clothed with a public interest.

"The Commission, having determined that you are a proper party to serve the public of your community and having granted you this gracious privilege in the form of a license, this duty then devolves upon you to render the best public service to your community that you can. You assume, by the acceptance of this license, a great responsibility of public service. How then is the best way in which you can fulfill this duty and responsibility?

"You are thereby accorded a wonderful opportunity for service which necessarily carries with it a grave responsibility. You are invited to enter the homes and firesides of your listening public for practically sixteen hours a day. These programs reach the men, women and children of the entire nation. They

They reach those who are now steering the destinies of our communities, state and nation, and those who are being trained to assume these reins of government when the present actors pass from the stage. These thoughts should ever be present with you and your programs should be so built that our younger generations who have the privilege of listening to the radio should be improved and be better equipped for their responsibility to be so soon assumed by them.

"While under our plan of broadcasting the stations must be self-supporting by their sale of time, yet you must bear in mind that this is but an incident and that your main object and purpose is one of public service. In fact, the better service you render the more popular becomes your station and the larger becomes your listening audience, hence the easier for you to obtain the necessary advertisement.

"You are still a young industry and Federal regulation thereof is still young, yet within this period of a little over ten years we have seen a wonderful growth in the industry and have had wonderful improvements not only from a technical nature but also in the programs and the character of public service being rendered. Yet, like all young industries, there is room for greater improvement not only in our regulation of this art and industry but in the nature and character of the programs of the stations.

"The best answer to make to those who are not satisfied with our American system of broadcasting is to render such a wonderful public service that these critics may, in the course of time, be silenced. The needs of our various communities differ. Therefore, what will be a public service on one community might not be in another. You should carefully familiarize yourself with your communities and see what local service you may render them and since your programs are going into these homes you must consider good taste. Certainly when broadcasting a dinner program it should not be interspersed with advertising announcements which would tend to destroy the appetites of this audience. You must be just and fair to every one in your community and your editorial policy should be one to bring about closer cooperation and not to stir up strife therein. You should build up and not tear down.

"I now desire to congratulate you upon the great and unique public service you rendered during the flood on the Ohio and Mississippi Rivers last February. The broadcast stations were a source of inestimable assistance in preventing loss of life and property and by keeping the public posted on the exact stage of the flood. Broadcast stations offer a very excellent means of acquainting the public almost instantly with any message the relief authorities may desire to disseminate. Many stations coordinated emergency units, procured supplies, directed relief activities, and raised many thousands of collars through appeals to the public for the Red Cross.

"Our engineers are now studying plans for the better cooperation of all radio facilities and relief organizations in times of emergencies. I feel sure we can always count on the broadcasters cooperating fully and to do their share. Service of this character is indeed public service of the highest order and which service I am sure was appreciated by our entire citizens.

"Another public service in which progress is being made is that of the Committee on Federal Radio Education headed by Dr. J. W. Studebaker, Commissioner of Education, and composed of an equal number of broadcasters and educators. I understand that two of the large foundations are very much interested and are willing to materially help in financing the work of this committee. I believe a successful conclusion of the labors of this committee will be of the greatest benefits to both radio and education."

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SEGAL AND SMITH DENY FCC CHARGES

Dismissal of charges alleging improprieties in the practice of law before the Federal Communications Commission was requested last Saturday in pleading filed with the FCC by Paul M. Segal and George S. Smith, Washington attorneys. The lawyers were cited by the FCC in an order issued May 19th to show cause why they should not be disbarred for purported filing of applications in the name of so-called "dummy" applicants, and for other specified reasons.

In separate answers, Messrs. Segal and Smith categorically denied all of the charges made in the FCC order as without foundation. The answers were in the nature of a full disclosure of the facts relating to the matters upon which the charges were based. A hearing on the charges was requested, unless the Commission should conclude that the order be dismissed.

The attorneys contended their conduct at all times has been entirely ethical, proper and professional, and that the acts cited in the FCC order were not improper or in violation of any existing rules or methods of legal practice. Dealing specifically with the allegation that "dummy" applications had been filed for the purpose of "deceiving" the Commission, the attorneys declared that their applicants were not "dummies" and that their procedure was in conformity with a prevalent and sanctioned practice before the Commission.

The four principal charges made against Messrs. Segal and Smith by the Commission and the categorical answers of the radio attorneys follow in brief:

Charge: (1) That they "knowingly and with intention to deceive, interpolate, or aid and abet in the interpolation of, certain signed and notarized depositions into the files of the Commission in the case of Richard M. Casto, contrary to the Rules and Regulations of the Commission.

Answer: Mr. Segal denied any part in the incident but recalled Mr. Smith's role in it. Mr. Smith said that the attachment of signed affidavits to the unsigned originals was done "with the full knowledge and acquiescence of the Secretary's office". He added that he had previously made "full disclosure" of the facts in the case and that the FCC had issued an order disposing of the matter.

Charge: (2) That Richard M. Castro was "a subterfuge or dummy applicant for another person, or persons, . . . to deceive and mislead the Commission."

Answer: Mr. Segal said Mr. Castro wrote to them and asked that they represent him in an application for a new station at Charleston, W. Va. "I believed then and I believe now", Mr. Segal said, "that Mr. Castro was a bona fide applicant and was in possession of funds which he had represented to George S. Smith he owned."

Charge: (3) That Messrs Segal and Smith organized the Palmer Broadcasting Syndicate, Inc., as a dummy applicant for obtaining authorizations from the FCC.

Answer: Mr. Segal said the Palmer Broadcasting Syndicate, Inc., was chartered for a client (unnamed) and that there was never any intention that it should become a dummy applicant or that the FCC should be deceived.

Charge: (4) That the attorneys through the Palmer Broadcasting Syndicate, Inc., "with the intention to deceive", filed applications for construction permits to build stations at Portland, Me., Lewiston, Me., and Cheyenne, Wyo., "for the purpose of deceiving and misleading the Commission in its consideration of said applications and applications of other applicants,and to hinder and delay other applicants."

Answer: The applications were legitimate, Mr. Segal said. There was no intention to deceive the Commission. He added:

"I was requested by the client referred to above to cause the formation of Palmer Broadcasting Syndicate, Inc., on or about June 26. 1934. I was told by that client to cause a Delaware corporation to be formed and to use clerical personnel as incorporators, original stockholders and original directors, during the formative and organization stages of the corporation's life. I was directed to cause such original stockholders to transfer the stock of Palmer Broadcasting Syndicate, Inc., to

my client after the completion of the corporate organization. I was told by my client that there were substantial reasons why, with regard to an application proposed to be filed at Portland, Maine, it was desirable to maintain anonymity of my client in connection with the filing of the application until such time as hearing should be held upon the application. This course not being in contravention of any law, rule or regulation and not being contrary to prevailing practice and wholly without sinister purpose, I did, pursuant to and upon my client's instructions, cause said corporation to be formed and cause applications to be filed before the Federal Radio Commission for construction permits for two radiobroadcasting stations, one at Portland, Maine, and one at Cheyenne, Wyoming. These applications were filed on June 27, 1934. They complied in all respects with the Radio Act of 1927 and the Rules and Regulations of the Federal Radio Commission and all of the facts and statements contained in the applications were true and correct to the best of my knowledge and belief.

"When these applications were filed they in no manner conflicted with any other applications. Both the Cheyenne and the Portland applications were filed with a bona-fide intention on the part of my client to prosecute such applications and to exercise and use the facilities if granted.

"Later, in the case of Cheyenne, Wyoming, the person who was to prepare the data and carry forward with the factual presentation on that application finally reported that he did not believe, upon the basis of his investigation, that the application could be successfully prosecuted, and accordingly my client permitted the Cheyenne application to go by default.

"In the case of Portland, Maine, all applications for local facilities in that city, including the application of Palmer Broadcasting Syndicate, Inc., the application of Eastern Broadcasting Company, and a number of other applications which were filed even later were all held up and no action was taken on them by the Commission for a period in excess of two years, and hence any delay in action upon the Palmer application or in action upon the applications which competed with it was not ascribable either to my client or to me.

"Finally about September 24, 1936, more than 2 years after the application had been filed, the circumstances concerning Portland, Maine, the service available to it, and the many other factors that determine whether or not an application should be granted, had so changed that my client came to the conclusion that the application should be withdrawn and, accordingly, on September 24, 1936, the Commission was requested to dismiss that application and it did so dismiss it on October 7, 1936.

"I should mention that for a short time during the long pendency of the Palmer Broadcasting Syndicate, Inc., application for Portland, Maine, there was another application filed by Palmer for the same facility, namely, for 1210 kc., to be used at Lewiston, Maine. Since the distance from Lewiston to Portland is some thirty miles, it was obvious that these two applications were in mutual conflict. The Lewiston application was filed on October 26, 1934, and during the time when no action could have been taken on it and at a time when my client was undecided whether there was a better chance to establish a station at Lewiston or at Portland. Thereafter my client decided that the application for Portland, Maine, was more meritorious and accordingly my client permitted the Commission to return the Lewiston application on May 10, 1935, without acting on it."

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WJSV ASKS FOR 50 KW; NEW TRANSMITTER SITE

The Columbia Broadcasting System, through its affiliated Washington station, WJSV, has asked the Federal Communications Commission for permission to increase its power from 10,000 watts to 50,000 watts and to relocate its transmitter from the present site on the Memorial Highway in Alexandria, Va., to a proposed site in Montgomery County, Md.

Harry C. Butcher, Vice-President of the CBS in charge of the Washington office, estimated the cost of the project, including the removal to the new location and the new 50,000-watt transmitter, at $270,000.

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TWO NEW BROADCASTING STATIONS RECOMMENDED

Favorable reports on applications for two broadcasting stations were filed with the Federal Communications Commission this week.

Examiner Robert L. Irwin recommended the granting of a construction permit to the Elmira Star-Gazette, Inc., of Elmira, N. Y., for operation on 1200 kc. with 250 watts daytime.

Chase S. Osborn, Jr., of Fresno, Cal., was given a favorable report by Examiner John P. Bramhall. Osborn asked for 1440 kc. with 500 watts time, unlimited hours.

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NAB ELECTS JOHN ELMER AS PRESIDENT

The National Association of Broadcasters meeting in Chicago for their annual convention, held their election of officers today (Tuesday) and Mr. John Elmer, President of Station WCBM, Baltimore, was elected as President of the NAB.

Other officers are: First Vice-President - John J. Gillin, Jr., Manager, WOW, Omaha; Second Vice-President, W. J. Scripps, WWJ, Detroit; and Harold V. Hough, Station WBAP, Fort Worth, was reelected as Treasurer.

Six new Directors were elected as follows: C. W. Myers, KOIN, Portland, Ore., retiring President; Frank M. Russell, National Broadcasting Company, Washington, D. C.; Harry C. Butcher, Columbia Broadcasting System, Washington, D. C.; Herbert Hollister, Kansas (Wichita); Theodore C. Streibert, WOR, Newark, and Gene Dyer, WGES, Chicago.

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GOOD RADIO MART IN ECUADOR, CONSUL REPORTS

There is a steady, though small, market for radios in Ecuador, according to U. S. Consul General Dayle C. McDonough, of Guayaquil.

"Import permits without exchange are issued from time to time for radios by the control officials", he writes, "but the demand for such importations is limited and sales are small. A regular but small demand may be expected in the future. The American radios are preferred and foreign makes, with one or two exceptions, have not been successful on the Ecuadoran market.

"Radios as a rule can be sold only on the basis of installment payments. Accessories are expensive in this market and expert repair service is difficult to obtain and when available is costly."

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A Central Children's radio station is being built in Kharkov, Soviet Republic, Children themselves are taking part in the installation of the equipment.

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TRADE NOTES

Franklin Dunham, Educational Director of the National Broadcasting Company, will address the National Education Association in Detroit on "The Place of Radio in Education", during the 75th annual convention in Detroit, June 27 to July 1.

Chancellor Frank H. Dodge in an order June 10th made permanent a temporary injunction issued March 23rd to restrain the city of Little Rock, Ark., from collection of an annual privilege tax of $100 on radio stations. The court held that such stations are engaged in interstate commerce and hence are not subject to local taxation. City Attorney Ed I. McKinley, Jr., said appeal will not be taken to the Arkansas Supreme Court. In similar litigation, he said, the Georgia Supreme Court recently ruled in the same manner as Chancellor Dodge, whose ruling was in the suit of the Arkansas Broadcasting Co., owners of Stations KLRA and KGHI.

Photo-telegraphic connections by wireless between Moscow and Khabarovsk were opened recently. This is the longest radio-photo-telegraphic line in the USSR and is equipped with Soviet apparatus. Besides Khabarovsk, pictures can also be transmitted by radio from Moscow to Tashkent. Tests are now being made of photo-telegraphic connections by radio with Toilissi.

Details for the "satisfactory adjustment" between Transradio Press and the Columbia Broadcasting System and National Broadcasting Company arrived at last week in the $1,700,000 suit against 17 defendants under the Clayton Act were still unavailable this week. One published report that CBS and NBC were to pay Transradio $125,000 could not be confirmed through either the defendants or plaintiffs.

Boake Carter is preparing to take his first week's vacation from broadcasting in eight years. He will sail June 27th from New London, Conn., as skipper of the 60-foot yawl "Alelnauser", owned by Sayre M. Ramsdell, Vice-President of Philco Radio and Television Corp., for which Mr. Carter broadcasts nightly.

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BROADCASTING ABROAD

Ninety-one broadcasting stations are functioning in China, Hong Kong, and Manchuria, ranging from 7½ watts to 100,000 watts in power. The most powerful station is MTCY, the 100,000 watt installation at Hsinking, Manchuria. The next largest installation is XGOA, the 75,000-watt station of the National Government at Nanking. At Hong Kong the British Colonial Government operates two stations of 2,000 watts each.

Of the total number of stations in this combined area over one-third, (37) are located in the city of Shanghai, which is reputed to have more radio broadcasting stations within its limits than any other single city in the world. Dials are crowded with stations; powerful ones often overlapping the weak; with bad reception for both; and competition at its keenest. With the exception of XQHC owned by the Ministry of Communications, XKOI controlled by the Chinese City Government and XSMP, the Police transmitter of the Shanghai Municipal Council, all of the Shanghai stations are privately owned. Five are foreign-owned, the remainder being Chinese. Broadcasting stations in China operate on a wave band of 550 to 1500 kilocycles with stations supposedly placed 20 kilocycles apart, but little adherence to frequency, resulting in serious interference. Only two or three stations use crystal control. Less than ten of the thirty-seven stations in Shanghai can be considered as being relatively well organized and equipped. Studios and transmitters are generally scattered with very limited and poorly engineered equipment, as compared with modern practices. XMHA, an American owned and operated station at Shanghai, is regarded as being the best operated.

As a step toward eliminating broadcasting congestion in Shanghai, the Ministry of Communications of the Chinese Government revoked the permits of XLHC (50 watts), XLHI (7½); XLHL (100); XHHD (50); WLHE (50); XLHF (50); XHHR (50) and XQHF (200) on February 1, 1937. The reasons given officially for this action were lack of proper modern transmitting equipment to insure clear reception and keep programs on assigned frequency, and transfers in ownership and increase in power by some stations without permission. The stations involved are reported to have had an average investment of less than US$2,000 each. Despite numerous protests to the government, including the suspension of an entire day's program by all Chinese broadcasting stations in Shanghai, the eight stations affected have remained closed. Broadcasting interests believe that this is the prelude to a thorough cleaning up and look for an additional twelve stations to be withdrawn during the next six months.

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TRANSMITTERS BETTER AND CHEAPER, SAYS BAKER

Outstanding progress towards improved performance and economy has featured development of transmitter and speech input equipment during the last few years.

One of the bugaboos of broadcasting have been conquered and radio engineers still continue to perfect equipment for greater clarity, less distortion, wider range of tone cycles, at the same time bringing about reduction in price.

"Development, design and production of transmitters from 100 watt to 5,000 watt feature improved performance at the same or lower prices than last year", I. R. Baker, manager of transmitter sales for RCA told Editor & Publisher last week before leaving for the broadcasters convention in Chicago.

"The electrical design features considerably lower distortion over the entire audio band which, of course, makes for higher fidelity performance. In addition, the selection of power tubes has been directed toward the use of the smaller and less expensive tubes, thus reducing operation and maintenance costs."

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CBS TECHNICIANS JOIN C.I.O. AFFILIATE

Over the opposition of the International Association of Theatrical and Stage Employees, A. F. of L. affiliate, radio technicians employed by the Columbia Broadcasting Company voted last week to join the American Radio Telegraphists Association, C.I.O. affiliate, it was announced by Mervys Rathbone, President of the Radio Telegraphists.

Mr. Rathbone said the radio technicians had voted to join the radio telegraphists despite a threat by the theatrical and stage association that they "would be walking the streets out of a job for joining the C.I.O."

They voted also, according to Mr. Rathbone, to dissolve the Association of Columbia Broadcast Technicians and to organize about 300 radio technicians in seven out-of-town stations operated by Columbia. The technicians will become members of the New York Broadcast Local 16 of the American Radio Telegraphists Association. Mr. Rathbone said that employees of Columbia stations in Washington, D. C.; Boston, Mass.; Charlotte, N. C., and Los Angeles, Calif., were prepared to join the radio telegraphists.

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BIG PRESS ADVERTISERS ALSO USE RADIO

Annual estimates compiled by the Bureau of Advertising, American Newspaper Publishers' Association and released last week, reveal that 394 national advertisers who spent at least $50,000 each in newspapers in 1936 apportioned a total expenditure of $272,953,478 in the three major mediums as follows: $160,235,000, or 58.7% to newspapers; $72,873,727, or 26.7% to magazines; $39,844,751, or 14.6% to chain broadcast, according to Newsdom.

Altogether, of the 29 trade groups listed in the study, 24 placed the major portion of their appropriation for the three mediums in newspapers. The combined advertising expenditure in the three mediums by groups favoring newspapers was $245,195,354 - compared with a combined investment of $27,758,124 by trade groups favoring other mediums.

The study also includes a chart of the national advertiser's dollar for 1936 which is not a chart of figures included in the study as these figures cover only 394 advertisers who spent at least $50,000 in newspapers last year. The dollar chart covers expenditures of all national advertisers in five mediums: newspapers, magazines, chain broadcast, car cards and outdoor.

The chart shows $188,000,000, or 44%, going to newspapers, a gain of 12.5% over 1935; $143,790,000, or 33.6% to magazines, a gain of 20.7% over 1935; $59,671,000, or 14%, to chain broadcast, a gain of 21.1% over 1935; $34,000,000, or 7.9%, to outdoor, a gain of 17.2% and about $2,100,000, or .5% to car cards, compared with $2,200,000 in 1935.

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The U. S. Commerce Department reports that 8,216 new radio licenses were issued in Palestine in 1936, bringing the total number of licenses in force to 20,388 at the end of 1936, against 12,172 at the end of 1935. The large increase in the number of licenses is attributed to the stimulation in the use of radio sets caused by the opening, on March 30, 1936, of the Palestine Broadcasting Station. As the total value of imports of radio sets has shown a slight decrease, the majority of new sets must have been small and inexpensive types purchased principally for reception from the local station.

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June 26, 1937

ARCTIC EXPEDITION TO TACKLE RADIO PROBLEMS

Many problems still puzzling radio engineers are expected to be solved this Summer through further extensive researches to be made in the Arctic regions, according to Commander E. F. McDonald, Jr., President of Zenith Radio Corporation.

He made this statement in announcing that a specially designed code-and-radio transmission and receiving apparatus had been installed on the "Gertrude L. Thebaud", famous Gloucester fishing and racing schooner, which is being outfitted at Gloucester, Mass., for Commander Donald B. MacMillan's 1937 Arctic Expedition. The expedition was due to sail June 24th, and will be MacMillan's sixteenth trip to the North.

It is expected that the careful correlation of meteorological and magnetic observation will result in further information on long distance radio communication. The effect of the aurora borealis on radio reception will be studied with a view to solving the annoying problem of fading in long distance radio transmission and reception. Radio operator Walter Ramsden of the Zenith staff, a member of the American Radio Relay League, accompanied the expedition. The ship's radio transmitter will be known as Station WHFN.

The "Thebaud", veteran of several spirited brushes with the Canadian contender "Bluenose" in which victories fell turn-and-turn about, sailed for Baffin Land with a noted list of scientists and twenty college and preparatory school students who will share not only in the scientific researches to be made, but will serve as crew, as part of the daily instruction in seamanship and navigation.

The radio apparatus being carried on the "Thebaud" is much improved over the early apparatus brought aboard Commander MacMillan's ship the "Bowdoin" by Commander McDonald, when he signed on as a member of the Arctic expedition of 1923. MacMillan was the first Arctic explorer to use the radio and during his 1923 expedition he received on it news of President Harding's death. The expedition then within nine degrees of the North Pole, its ship frozen in the ice and buried under the Arctic snows and with igloos built over the hatches for protection against the cold winds, raised its flag to half-mast along with the rest of the country.

The "Thebaud" will make its headquarters off the northerly shores of Baffin Land. Stops will be made at Sydney, N.S., and at a string of Moravian mission stations along the Labrador coast where radio sets and windchargers for radio and electric light will be dropped to missionaries, governors and radio operators. Several of these northern posts now have no dependable source of radio power or electric lights, while others depend on gasoline-driven chargers. As gasoline is scarce and expensive in the North, the wind is expected to take over the job of lighting, and of running radio. Winchargers have previously been installed at a number of Arctic points with success, and are being used also by the Soviet Expedition now at the North Pole. As a matter of fact, the radio running from a single storage battery and the wincharger were both inspired by Arctic explorations.

Commander McDonald, during his 1923 and 1925 voyages to the Arctic with MacMillan, left many dry battery-operated radios with far northern missionaries and governors. In a few months their batteries ran down, leaving them cut off from communication. Realizing the injustice of bringing such temporary radio to the North, McDonald turned his thoughts to storage battery radio and a means of charging batteries from the wind for use in isolated and unelectrified parts of the earth. By 1935, he had succeeded in the solution of both problems.

Among the noted scientists with the MacMillan expedition are Dr. Martin J. Buerger of the Massachusetts Institute of Technology; Dr. David Potter, of Clark University; Dr. Alfred O. Gross, of Bowdoin College; Harold S. Peters, of the U. S. Department of Agriculture; V. C. Wynne-Edwards, of McGill University, and Dr. Kenneth W. Sewall, of the Massachusetts Memorial Hospital.

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CBS ADDS WAIM, ANDERSON, S. C., TO NETWORK

Station WAIM, Anderson, South Carolina, will be added to the Columbia Network on July 18th. The station, which is owned and operated by Wilton E. Hall, with business offices and studios located at Anderson College, operates full time on a frequency of 1200 kilocycles, 249.9 meters, with 100 watts power.

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BROADCASTERS CONDEMN PAN AMERICAN SHORT-WAVE STATION

Opposition to the Celler Bill to construct a $700,000 government-owned short-wave broadcasting station in Washington to improve relations with Pan American countries was voiced by the National Association of Broadcasters at its Chicago convention.

Action on the bill, sponsored by Representative Celler (D.), of New York, upon the suggestion of Commissioner George Henry Payne, is being held up by the House Naval Affairs Committee pending a report from the Navy Department.

The text of the resolution adopted by the NAB follows:

"Whereas, there has been introduced into the Congress of the United States a bill known as the Celler Bill, which would authorize the construction, maintenance, and operation of a government broadcasting station,

"Whereas, the existing system of broadcasting in the United States makes available to the various departments of the government ample time for broadcasting either domestic or foreign programs,

"Whereas, the existing system of broadcasting in the United States affords to the departments of the government the greatest possible radio audiences,

"Whereas, the operation of a broadcasting station by the Office of Education is opposed by all existing Federal and State laws respecting education,

"Whereas, due to its official status, there would be great danger of utterances over such a station giving offense to friendly nations, and creating unnecessary international incidents,

"Whereas, the enactment of the Bill would result in a useless and extravagant expenditure of public funds,

"Now, Therefore, Be It Resolved, That the National Association of Broadcasters express its opposition to the passage of this Bill, and instruct its Board of Directors to use all legitimate means to cause its defeat, and urge the members of the National Association of Broadcasters to encourage their members in Congress to oppose the passage of this bill."

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RADIO FIRE-POLICE ALARM IS APPROVED BY FCC

Burglar alarms that are picked up directly by cruising police cars are to be tested in Seattle, Wash., as the result of issuance this week by the FCC Telegraph Division of an experimental permit to the Howton Radio Alarm Company.

The tests, to be conducted in conjunction with the Seattle Police and Fire Departments, are to determine the practicability of the alarm which its sponsors claim is more economical and more effective than the automatic wired alarms. The experiments propose to equip certain banks and other business houses with the alarms, which consist of a high quality crystal controlled transmitter, storage battery, and phonograph record.

The recording has only two messages: one broadcasts a burglar alarm, while the other turns in the fire alarm. The first is set off by treadles and similar devices, whereas the second is operated by thermostat or other instruments sensitive to heat.

Promoters of the alarm claim that it is silent in operation, cheaper than wired alarms, and that it has the advantage of having no wires that may be cut easily by burglars. The cost per customer is estimated at $5 a month.

The FCC Examiner, in recommending the granting of an experimental license, cited its advantages, as claimed by the sponsor, but raised the question of whether it would overcrowd the police radio waves, on which it would transmit the alarms, and whether false alarms might be increased.

Objection to the granting of the license was made by Western Union because of its threatened competition with wired alarms.

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DELETION OF WRAX PROPOSED IN EXAMINER'S REPORT

Deletion of WRAX, Philadelphia, and the absorption of its facilities by WPEN, Philadelphia, were recommended to the Federal Communications Commission this week by Examiner Tyler Berry.

The Examiner at the same time recommended that control of both stations be transferred from Clarence H. Taubel to John Iraci, and that WPEN be granted an increase of power to 1 KW, and unlimited time on 920 kc., now shared with WRAX.

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DUES RISE VOTED DOWN; PRESS AGENT PROPOSED BY NAB

Members of the National Association of Broadcasters voted down a proposed amendment to their Constitution to raise dues in Chicago this week and at the same time adopted a resolution to hire a press agent.

The latter will be known as a Director of Advertising and will work under the direction of the Managing Director. His job will be "to advance the art of radio broadcasting in the minds of the people and to portray a true picture of the value of the radio industry, in its present form, to the United States."

Among other resolutions adopted were endorsements of three-year licenses for broadcasting stations and condemnation of the Boylan license tax plan drafted by Commissioner George Henry Payne of the Federal Communications Commission.

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TELEVISION EXHIBITION DRAWS CURIOUS CROWD

"The television exhibition, which is open to the public at the Science Museum, South Kensington, removes all cause for that slight trepidation afflicting many good people invited to watch a demonstration in a trade viewing-room", World Radio states. "Although no one is pressed to buy on the spot, many visitors to viewing-rooms do nurse a brooding sense of obligation to the kind and obliging salesman, and end up by buying at least a brace of terminals or a fixed condenser. But at South Kensington the public is welcome to inspect at leisure the most comprehensive television display yet staged in any country, and to see demonstrations of practically all the systems extant, from the early low-definition pictures to the most advanced cathode-ray and 'big screen' methods.

"The exhibition, which was opened by Lord Selsdon, Chairman of the Television Advisory Committee, traces the art from its earliest beginnings in the 'seventies, when it was accidentally discovered at the Valentia Cable Station that selenium rods used as resistances altered their value under the influence of strong sunlight. It includes the early apparatus with which John Logie Baird transmitted the face of a ventriloquist's doll in 1925; and in the modern section, there are practical demonstrations of modern reception on local transmissions as well as the broadcasts from Alexandra Palace. Firms showing their latest cathode-ray receivers in action include Baird, Marconi-E.M.I., Ferranti, Cossor, and G.E.C.

"The exhibition, to which admission is free, will continue until September."

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COPYRIGHT OCCUPIES SPOTLIGHT AT NAB CONVENTION

Copyright discussion and resolutions occupied the spotlight at the Chicago convention of the National Association of Broadcasters during one of the least controversial meetings on record.

Following a report by James W. Baldwin, Managing Director, during which he recommended, among other things, that broadcasters try to send at least one sympathetic U. S. Representative from each State to Congress, the broadcasters adopted several resolutions.

The resolutions urged:

(1) Prosecution of the U. S. suit against the American Society of Composers, Authors and Publishers.

(2) Passage of the Duffy Copyright Bill.

(3) Approved the action of NAB Directors in organizing the NAB Bureau of Copyrights, Inc.

(4) Set up a Committee composed of one NAB member from each State to gather data on copyright problems and correlate them.

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TWO NEW STATIONS RECOMMENDED BY FCC EXAMINERS

Construction permits for the erection of two new broadcasting stations were recommended to the Federal Communications Commission this week by Examiners.

The applicants are the Schuylkill Broadcasting Co., Pottsville, Pa., for 580 kc. with 250 watts power, daytime, and the Twin City Broadcasting Corp., Longview, Wash., for 780 kc., with 250 watts power, daytime.

Improved facilities were recommended also for WABY, Albany, N. Y. The station asked for an increase in daytime power from 100 to 250 watts.

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INDEPENDENT BROADCASTERS REELECT EDWARD A. ALLEN

Edward A. Allen, of WLVA, Lynchburg, Va., was reelected President of the National Independent Broadcasters, Inc., during a meeting held in Chicago simultaneously with the NAB convention. The organization is composed of NAB members who own or operate 100-watt broadcasting stations.

Other officers chosen are:

Edward E. Bishop, of WGH, Vice-President; W. W. Behrman, of WBOW, Secretary, and Arthur Westlund, of KRE, Treasurer. Board of Directors elected include: James Curtis, KFRO; Clifford Chaffey, WEEN, and W. B. Greenwald, KWBG.

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PALEY LISTED AMONG TREASURY'S "TAX-AVOIDERS"

William S. Paley, President of the Columbia Broadcasting System, was listed among the names of prominent persons accused of "tax-avoiding" by the Internal Revenue Bureau this week.

The report to a joint Congressional Committee stated that Mr. Paley had "avoided" portion of his tax by means of a personal holding company. While he reported an adjusted 1936 net income of $104,563, with a tax liability of $4,057, the Treasury estimated his liability would have been $11,690 had his net income been undistributed.

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RURAL MARKET LEADS CITIES IN RADIO FIELD

Farms and small towns are now buying radios at a faster proportionate rate than the large cities, E. F. McDonald, Jr. President of Zenith Radio Corp. told stockholders at the Company's annual meeting of stockholders held in Chicago this week, according to Radio Daily.

Production of radio sets by Zenith in the fiscal year starting May 1 is 50 percent ahead of last year, despite removal to a new plant, Commander McDonald said. He credited the increase largely to the switch in market from large cities to the rural communities.

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BROADCASTING ABROAD

Broadcasting in Japan Proper is controlled by the Japan Broadcasting Corporation, which, in turn, is supervised by the Ministry of Communications. Programs are subject to strict censorship and nothing that might harm the interests of the country and its peoples is allowed to go on the air. Advertising of all sorts is prohibited. Political speeches cannot be included in the daily program. Even election campaign speeches and Diet proceedings cannot be broadcast.

The Japan Broadcasting Corporation operates 30 transmitting stations in Japan Proper, including 3 alternative transmitting stations for the large stations at Tokyo, Osaka, and Nagoya. These stations have certain local features included in their programs but in general they depend upon two main daily programs broadcasted from Tokyo and Osaka and then relayed to the smaller outlying stations. The stations are distributed on a plan seeking to give approximate equality of reception throughout the islands, aiming toward an ideal of one-station reception in all regions.

The strict Government control is exercised with a double purpose. Instruction of the people is the principal object, and the second is the discouragement of any facilities which would make Japan a field for the dissemination of foreign propaganda. The distribution of stations is part of this program, inasmuch as low-powered receivers are capable of satisfactory service under the plan in effect, and there is little encouragement to the purchase of higher powered types which would be within the range of foreign broadcasting. An early law, but one abrogated some years since, prohibited the use of receivers capable of receiving any foreign stations.

Ten-thousand-watt central stations in Japan Proper are located in the principal cities of Tokyo, Osaka, Nagoya, Hiroshima, Kumamotok Sendai, and Sapporo. To supplement these main stations 20 others have been established with aerial power ranging from 300 to 3,000 watts, at important points throughout the country. All these stations have been linked by a permanent relay line, so that events of national interest can be broadcast to every corner of the country. Five more stations will be added during 1936.

The revenue of the Japan Broadcasting Corporation is obtained from the license fees paid by owners of radio sets. Each owner pays a monthly fee of 50 sen to the corporation, while an initial fee of 1 yen is paid to the Ministry of Communications. Broadcasting time is not sold and no advertising of any kind is permitted over the radio in Japan. The corporation pays the Government an annual monopoly fee amounting to 20 sen per subscriber.

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TRADE NOTES

Westinghouse Electric & Manufacturing Co. will present an exhibit and demonstrations of the latest developments in radio and television at the New York World's Fair in 1939. The company has just signed the first formal contract for exhibit space in a building to be erected at the Fair.

The American Radio Telegraphists' Association has withdrawn from negotiations by maritime labor unions for a peace settlement pending the outcome of an election by the crews of eighty-eight Atlantic and Gulf steamship lines for a bargaining agency.

Denial of the application of the Waterloo Times-Tribune Publishing Co., Waterloo, Ia., for a construction permit to operate a station on 1370 kc. with 100 watts power, daytime, was recommended to the Federal Communications Commission this week by Examiner George H. Hill.

Maurice M. Boyd, of the National Spot Sales division of the Eastern Sales Department of the National Broadcasting Company, has been appointed head of the division, effective July 1st. He succeds F. E. Spencer, Jr., resigned.

Mr. Boyd joined the National Broadcasting Company in January, 1933, coming from the Merchandising Division of Macy's. He also has been associated with Westinghouse and Stations WBZ-WBZA. He is a graduate of Purdue University.

There were 100,000 receiving sets in the Irish Free State on December 31, 1936, or one to every 30 inhabitants. Several British manufacturers began to assemble their sets in this country during the year. One American set has been assembled in Dublin for the past three years. The import duty on completely assembled sets is 50 percent ad valorem, while knock-down sets may be imported at 25 percent ad valorem.

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BRITISH ANNOUNCER OF "ALL-LIT-UP" FAME WRITES A BOOK

The British radio announcer who aroused an international chuckle recently by his description of the British naval review as "all lit up" has written a book.

Thomas Woodrooffe, the announcer, is the author, and the book's title is "Yangtze Skipper".

Ralph Thompson, reviewing the volume in the New York Times, remarks:

"Most radio announcers (no need to mention names) write pretty frothy books when they write books at all. Not Thomas Woodrooffe. His 'Yangtze Skipper' ($2.50), the first volume published by the new New York firm of Sheridan House, is light reading, however one looks at it, but it is also good reading and highly entertaining.

"Mr. Woodrooffe went into radio work a few years ago, after retiring from the British Navy with the rank of Lieutenant Commander. In time he was put in charge of the British Broadcasting Company's outside programs, and, as those with a memory for vital detail will recall, it was he who stood at a microphone a month or so ago and began so lively a description of the British fleet all lit up that headquarters thought it best to cut him off short. There was brief and irreverent mention of the arrair in our own press; English papers, I am informed, took the thing more seriously and pointed out that Mr. Woodrooffe had been under great strain because of the coronation and would no doubt recover during an extended sick-leave."

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The Buenos Aires broadcasting Station LS1, which is operated by the municipal government and broadcasts from the Colon Theater, has placed an order for new American equipment which will make it one of the world's most powerful and up-to-date transmitters. While the present characteristics are 710 kilocycles, 5,600 watts, the new transmitter will have a 50 kilowatt antenna power. It is also claimed that it will be the first station in the world to use the Doherty high efficiency circuit. It is expected that the new transmitter will be in operation within a year's time.

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No. 1040

June 29, 1937

RADIO LEGISLATION BELIEVED ENDED FOR THIS SESSION

With Washington's famed Summer growing warmer and members of Congress becoming more and more restless in anticipation of adjournment, indications are that Congress will enact no more radio legislation at this session.

However, as this is only the first session of the 75th Congress, all bills introduced will remain vital at next session.

Copyright legislation, it is believed, will be delayed, along with proposed tax measures and a bill to keep newspapers out of the broadcasting business.

Likewise, the proposal for erection of a Pan American short-wave station in Washington is not expected to be acted upon before next year although hearings may be started in the House if Congress remains throughout the Summer.

The Boylan tax bill, sponsored by Commissioner George Henry Payne, is apparently shelved for this session although it is by no means dead. Whenever the House Ways and Means Committee begins scouring around for new revenue, the broadcasting industry is likely to be examined.

Talk of a broad investigation of the industry and the administration of the Federal Communications Commission has practically stopped. Since the death of Representative Connery (D.), of Massachusetts, no Democrat has taken up the cudgel and even Representative Wigglesworth (R.), of Massachusetts, has been quiet.

Members of Congress, along with the broadcasting industry, are awaiting eagerly the appointment of a successor to Dr. Irvin Stewart, Vice Chairman of the Federal Communications Commission. Dr. Stewart will leave the FCC on Wednesday to take over his educational research job, and the post on the Commission will become vacant unless the President makes a nomination this week. For the last fortnight rumors of likely candidates have quieted somewhat, and FCC officials have inclined to the belief that a dark horse may be chosen.

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DR. ANGELL JOINS NBC AS COUNSELOR OF EDUCATION

Dr. James Rowland Angell, retiring President of Yale University, will become Educational Counselor of the National Broadcasting Company in September at a salary of $25,000 a year, it was announced this week.

Seen as a move to improve the relationship between commercial broadcasters and organized educators, Dr. Angell's appointment was hailed by Dr. John W. Studebaker, U. S. Commissioner of Education, and others.

A statement issued at New Haven said that Dr. Angell accepted the appointment at the urgent invitations of officials of the National Broadcasting Company and the Radio Corporation of America, among them being Owen D. Young, Gen. James G. Harbord, and David Sarnoff.

Dr. Angell is expected to do for radio education what Dr. Walter Damrosch did for the improvement of musical programs in broadcasting.

Dr. Angell, in accepting the appointment, said:

"I am accepting the invitation with great enthusiasm and in the hope that the opportunity given me will allow me to render a real public service. The educational possibilities of radio are but just beginning to be fully appreciated, and I trust I can make some small contribution to increasing its significance for young and old alike."

Dr. Studebaker sent the following telegram to Maj. Lenox R. Lohr, President of NBC:

"I congratulate the National Broadcasting Company on securing the services of Dr. James R. Angell in studying educational and cultural broadcasting abroad and in this country. On the basis of his studies, he will be able to give valuable advice to your company and to educators. Without doubt he will aid all of us in the development of new plans for such cooperation between broadcasters and educators as will increasingly serve the general welfare."

Dr. Angell's decision was made after several months of consideration and numerous discussions with NBC officials.

"The National Broadcasting Company", Mr. Lohr said, "is greatly honored by the privilege of having associated with it in a full-time capacity a man of Dr. Angell's distinguished attainments and notable intellectual station.

"In joining us, he is only changing his base of educational endeavor from New Haven to New York, from a university to the air. He will have a free hand to devise and suggest methods by which we may more effectively serve radio's listening millions."

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ASCAP MAKES FRIENDLY GESTURE TO NAB PRESIDENT

Despite criticisms of the American Society of Authors, Composers, and Publishers at the recent Chicago convention of the National Association of Broadcasters, E. C. Mills, Chairman of the ASCAP Advisory Committee, this week wrote John Elmer, new NAB President, a letter of congratulation and good wishes.

Foreshadowing a conference on copyright problems, Mr. Mills wrote:

"May I extend personal and official congratulations to you upon your election as President of the NAB, and avail myself of this opportunity to say that at any time a discussion of mutual problems with this office seems desirable to you, I hold myself entirely amenable to your commands.

"That there are problems which merit discussion is beyond question. I want you to know that ASCAP has always sought and now seeks the goodwill of its broadcaster-customers and that we will be delighted at all times to discuss with you any proposals or suggestions looking toward an enhancement of a friendly, mutually agreeable and understanding relationship."

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NBC ADDED 21 STATIONS IN HALF OF 1937

Expanding and intensifying its coverage in communities containing a total population of approximately 7,500,000 persons in seventeen different States, the National Broadcasting Company added twenty-one broadcasting stations to its nationwide networks during the first half of 1937. This brings the total number of NBC stations to 126, the largest group of affiliated stations in the world.

Addition of the new stations not only strengthens NBC from a national standpoint, but also materially improves network service in many local listening areas. Moreover, some points are now receiving national radio network programs for the first time.

Nineteen of the new outlets are already actively associated with the networks; the other two will become NBC stations within the next few months. The first group added 43,350 watts daytime power and 31,150 watts night-time power to NBC. The other two stations will add 2,600 watts daytime power and 1,100 watts night-time power, making a grand total for all 126 stations of 1,862,350 watts daytime and 1,719,600 watts night-time power.

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NEWSPAPER FAILS TO DISLODGE LUTHERAN RADIO STATION

The Pulitzer Publishing Co., which operates both the St. Louis Post-Dispatch and Station KSD, failed to convince Examiner P. W. Seward that it should take the time now shared with the Evangelical Lutheran Synod of Missouri, a report to the Federal Communications Commission disclosed this week.

Station KSD had asked for unlimited time on 550 kc., which it now shares with Station KFUO, the Lutheran station, of Clayton, Mo.

Calling attention to "The Lutheran Hour" as the "most extensive nation-wide Protestant religious service broadcast, Examiner Seward said:

"It is not in the public interest to delete a non-profit station whose programs spread the Gospel in an attractive and interesting manner, and affords educational and cultural programs, especially when that station serves, and proposes to serve, the area with more diversified programs that will supply a local need of general public interest. Further, it is not in the public interest to grant a commercial station additional time when it appears that the only beneficial result from the granting of such additional time would be to afford the commercial station an opportunity to increase its profits. This is especially true when the additional time of the commercial station is to be devoted to a class of programs which is already available from other stations in the area."

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CUBA PLANS BIG PURCHASE OF SCHOOL RADIOS

The Instituto Civico Militar (Civil Military Institute) of the Constitutional Army of Cuba, plans to provide each civil-military school which is to be established with a radio receiving set, self-contained lighting plant and motion picture projector, according to the U. S. Department of Commerce. The funds to make these purchases would be provided from the proceeds from the sale of famr and industrial products produced by each civil-military school. Persons interested in having further details on the project should communicate with the Instituto Civico Militar, Simon Bolivar 96, Habana.

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BBC TELEVISION STATION DOMINATES LONDON

Following is a description of the London television station of the British Broadcasting Corporation as released by the British Broadcasting Corporation this week:

"From a hill 306 ft. above sea level the BBC's television station dominates London and a large portion of the Home Counties. It is built into the southeastern corner of Alexandra Palace - a North London landmark and pleasure resort for more than sixty years - and from the large bay windows of the upper offices below the aerial nearly all London can be taken in at a glance. The importance of height to television broadcasting can hardly be over-emphasized, for under normal conditions the range of the ultra-short waves used is extended as the height of the transmitting aerial is increased.

"Surmounting the reconstructed east tower, itself 80 ft. high, is the tapering lattice mast, rising to a height of 220 ft. Thus the aerial array for vision transmissions, which is mounted at the summit of the mast, is more than 600 ft. above sea level. Immediately below the vision aerial is the aerial for the accompanying sound transmissions.

"The new station fulfils the recommendations of the Television Advisory Committee appointed to consider the development of television in Great Britain. Provision is made for experimental transmission by the system developed by the Marconi-E.M.I. Television Company. The Company has provided a complete television system, including both vision and sound pick-up apparatus, and the television transmitter itself. The BBC has been responsible for the sound transmitter and its associated aerial, both of which were manufactured by Marconi's Wireless Telegraph Company.

"In its main essentials, therefore, the equipment comprises a television studio with an associated control-room and ultra-short-wave television transmitter, and an ultra-short-wave sound transmitter.

"The entrance hall is at the base of the tower. To the right is the receptionist's desk, and immediately facing the visitor is the main door to the stairway leading to offices and studios. On the left is the entrance to the ground-floor corridor, which serves the two transmitters, projection theatre, restaurant, and scenery-production shop. Nearest to the entrance hall is the television transmitter, which operates on a frequency of 45 megacycles per second (wavelength: 6.67 metres).

"Next is the sound transmitter hall, which accommodates an ultra-short-wave installation of orthodox design for radiating the speech and music accompanying the vision signals. Its operating frequency is 41.5 megacycles per second (wavelength: 7.23 metres).

"Adjoining the sound transmitter is the film-projection theatre, or miniature cinema, in which film excerpts can be selected and timed for inclusion in the transmissions. At least thirty people can be comfortably accommodated in the cinema.

"At the southwest extremity of the BBC section of the Palace is a large area intended either for scenery construction or for televising such objects as motor cars and animals which cannot be brought into the studio or televised outside. Lorries can drive straight in. Lifting tackle can take up scenery and properties weiging a ton through a trap-door in the roof to the second dock, 25 ft. above.

"An interesting feature at this point is the ramp or sloping runway down which the television camera can travel to a concrete 'apron', approximately 1,700 square feet, on the terrace outside, forming a platform for televising open-air performances or special experimental programs.

"Beneath the productions shop is the boiler plant serving the whole of the BBC section of the Palace. Also on the ground floor is the restaurant, providing an all-day service for the benefit of staff and artists. It has seating accommodation for sixty, and at least 1,000 meals can be provided during a working day.

"The staircase from the entrance hall leads up the tower to the studio floor - the second story of the tower. Engineers' offices are situated on the first floor. Offices on the studio floor are occupied by the Productions Manager, studio managers, and secretarial staff.

"Leaving the tower on this floor, the visitor enters the studio. Measuring approximately 70 ft. by 30 ft., with a height of 25 ft., this studio is divided into two stages - A and B - of which A, the larger, gives an acting area of approximately 24 feet square. It is equipped with two sets of tableau curtains. Lining the studio on two sides are hanging velvet curtains running on two tracks, the front curtain being black and the rear one white, to allow for the interchange of backgrounds. Each stage has separate lighting, controlled from a central switchboard. Emitron instantaneous television 'cameras' are used.

"Across the middle of the studio runs a steel lighting bridge, which allows additional lights to be trained on either stage.

"High up in the west wall, a large plate-glass window indicates the position of the control room, where the producer and the engineering assistants operate. The floor is covered with thick black linoleum and the walls are acoustically treated with an asbestos compound.

"Next to the control room, already mentioned, is the Marconi-E.M.I. tele-cine room, containing two projectors and scanning cameras for televising films.

"On the opposite side of the corridor on the studio floor are the artists' dressing-rooms. There are five rooms for men and five for women, each set of rooms having its own bath.

"At the southwest end of the studio floor is the concrete scene dock for storing scenery and properties. Adjoining the dressing-rooms is the Band Room, the walls of which have been acoustically treated.

"The BBC has also acquired the Alexandra Palace Theatre, which may be used later on for preliminary rehearsals and experimental programs."

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TWO NEW STATIONS RECOMMENDED BY FCC EXAMINERS

Construction permits for two new broadcasting stations were recommended this week by Examiners to the Federal Communications Commission.

The applicants are: Carolina Advertising Corp., Columbia, S. C., for 1370 kc. with 100 watts nighttime power and 250 watts daytime, unlimited time; and W. E. Whitmore, Hobbs, New Mexico, 1500 kc., 100 watts power, daytime operation.

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BROADCASTING ABROAD

There are three broadcasting stations in the Philippines. They are KZRM, KZEG, and KZIB.

KZRM has purchased a high fidelity short-wave set developing 1 KW at the antenna. It is not yet certain on what wave-length the short-wave set will operate, but it will probably be on a 31 meter band at 9,570 kc frequency or a 25 meter band at 11,840 kc. frequency. KZRM is the only station receiving a subsidy from the Radio Broadcasting Fund under the terms of Act No. 3997, which requires that it have sufficient power and satisfactory facilities and apparatus to render reasonably satisfactory service under normal conditions throughout the Philippine Islands. By an agreement with the Radio Regulations Division made in 1935 and revised at the beginning of 1936, the subsidy is to equal the different between the operating cost and advertising revenue of the station but may not exceed 6,700 pesos a month.

KZRM broadcast a total of 2,728 hours during 1936, of which 539 hours was educational, including speeches, and 758 hours made up of news, weather reports, stock quotations, etc. Another 710 hours was made up of entertainment by local talent, 430 hours of recorded music, mainly phonograph records, and 282 hours of sponsored programs, including some electrical transcriptions from the United States. There are occasional rebroadcasts of important events in the United States and Europe brought in on short-wave and rebroadcast by KZRM.

KZEG was opened in 1932 as a supplement to KZRM, using the same studios, but transmitting over 1 kw station with about 850 watts at the antenna. It broadcasts during the day, when KZRM is silent, and programs are heard throughout most of Luzon but not regularly in most other parts of the Islands. Programs are made up mainly of phonograph records. It receives no subsidy but had an advertising revenue of 13,845 pesos in 1936, or about 60 percent greater than in 1935. About 25 percent of the advertising revenue was from the owners of the station, however. Advertising revenue approximately covered the cost of operation.

KZIB is operated by I. Beck, Inc., department store owners and radio distributors. Programs are made up about 35 percent of local talent, 15 percent electrical transcriptions and 60 percent of phonograph records and are heard throughout most of Luzon and sometimes in the southern Islands. They have consistently applied for a subsidy but so far the Radio Regulations Division has held that their transmitter does not satisfy the requirements of power and audibility throughout the Islands. If the Government is accumulating a reserve toward nationalization of radio broadcasting, it is improbable that they will be able to spair a subsidy for KZIB. Advertising revenue averages about 1,000 pesos a month, which is not quite sufficient to cover operating expenses. KZIB has built a short-wave broadcasting set out of parts purchased locally, but has not yet been assigned a wave-length or a license to operate.

A few electric transcriptions are received from American advertisers. Aside from that, there is no considerable use of transcriptions, although phonograph records are used a good deal.

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SUN'S RAYS ABSORB RADIO SIGNALS, SCIENTISTS DECLARE

An explanation of how ionized rays from the sun not only halt short-wave radio transmission but absorb the signals entirely was given this week before the American Association for the Advancement of Science at Denver, Colo, last week. The electric currents shoot out from bright spots on the sun in the form of ionized rays and flow to the earth. The bright spots are flares of flame as big as the earth, but they last only a few minutes.

When the extra current flows from the sun flares, short-wave transmission fades out completely. Even static disappears for short-wave sets. The radio signals are completely absorbed by the extra electricity flowing thirty miles overhead.

The peculiar flares on the sun were discovered about two years ago. They occur now and then in black sun spots or accasionally alongside. With sun spots now approaching a maximum of nearly 200 a day it has been possible to measure the electricity coming from the flares.

R. S. Richardson of Mount Wilson Observatory, who has been spending nearly all his time recently watching them, reported that their visible light is about twice as bright as the sun.

It takes only one minute after these rays hit the earth's atmosphere for the doubled charge of current to appear in the lower layers, and for short-wave radio to fade out. The earth's magnetic currents are also affected almost instantaneously both below and above ground.

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TRADE NOTES

John J. Karol, Director of Research for the Columbia Broadcasting System, was elected President of the Market Research Council on June 25th. Membership of the Council is limited to 50, and is comprised of research men from agencies, media, and independent research organizations. Carroll Rheinstrom, Macfadden Publications, was elected Vice-President; Arthur Hirose, McCall Corporation, Secretary-Treasurer.

The highest neon-lighted advertisement in the world went into operation June 28th when huge letters atop the RCA Building in Radio City blazed "RCA", symbol of the Radio Age, across the night skyline of New York. The dedication ceremonies, including talks by David Sarnoff, President of RCA, and Grover Whalen, President of the New York World's Fair of 1939, were broadcast by the National Broadcasting Company.

Carrier pigeons, used for some time to transport news and pictures, were employed recently by radio station WOR, Newark, when Bob Edge, hunting and fishing commentator received information via pigeon transport from a fishing cruiser 73 miles at sea. W. G. Schauffler, pilot of the ship, sent news of fishing conditions to the Naval Air Station at Lakehurst, N. J., with the piegon, and from there the information was phoned to WOR.

A network of radio stations now covers the entire Soviet Republic. In domestic telegraph communication over long distances (from 3,000 to 9,000 km.) radio handles from 60 to 70 percent of the traffic. International communications are carried on principally by radio. As to broadcasting, the Soviet has about 70 stations which broadcast daily in over 60 languages of the various nationalities.

New broadcasting equipment and new transmitter of WISN, the Wisconsin News, Milwaukke, was dedicated recently at a special broadcast over the Columbia network, with which the station is affiliated. The new equipment includes a 254 foot vertical radiator antenna, reaching skyward from the street a distance of 325 feet; a Western Electric volume booster amplifier, and a new, 1938 model RCA 1,000 watt high fidelity transmitter, the first of this new improved type which has been installed by any radio station in the United States.

A contract between the five New York State Racing Associations and the Columbia Broadcasting System, signing of which has just been announced, will give Columbia exclusive network broadcasting rights to all races run at the Aqueduct, Belmont, Empire, Jamaica, and Saratoga tracks, beginning with the 1938 season. Bryan Field, New York Times racing editor has been signed by Columbia to cover the events.

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PHILCO TO MAKE 2,000,000 RADIOS THIS YEAR

In introducing a new line of 1937-38 radios in New York during the past week, James M. Skinner, President of the Philco Radio and Television Corporation, announced that the factories are geared to turn out 2,000,000 home and auto sets during 1937, an increase of 200,000 over 1936.

Previously Philco had stated it will use 5,000,000 lines of newspaper space in advertising its new radios.

Seven of the new instruments are designed with an inclined control panel which slopes back about 30 degrees from the vertical to facilitate tuning. Hence the slogan "no squat, no stoop, no squite" when tuning.

A new form of automatic tuning is described as "cone-centric" because self-centering cones are used to provide automatic and accurate location of stations. The pointer is swung to the desired station at which point the tuning handle is depressed and this then slips the built-in cone into position, thus centering the station. The action is silent and speedy. The set is automatically tuned off during the operation, thereby eliminating inter-station noises.

Spread-band dials that simplify and make easy the tuning of stations in the crowded foreign short-wave band are included on all of the new outfits. Glowing beams indicate when the tuning range is accurate, while acoustic clarifiers, inclined sounding boards, twin tone controls and improved loud-speakers improve the tonal quality of the instruments. Then, too, there are "flood-lighted" call letters on the automatic tuning dials, noise excluders and robot tone controls.

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NBC INTERNATIONAL BROADCASTS REACH NEW HIGH

The elaborate Coronation coverage by the National Broadcasting Company brought the total number of international broadcasts over the NBC networks during May to a new high for a single month of 107, over the previous record of 98 foreign pick-ups set last December at the time of theabdication crisis in England. The time occupied by programs originating abroad during May totaled 39 hours and six minutes.

Of the principal program origination points in this country, New York, Chicago and Hollywood showed gains over May, 1936. San Francisco hours decreased.

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TRANSRADIO PLANS FACSIMILE DEMONSTRATION

Herbert Moore, President of Transradio Press, termed the recent "satisfactory adjustment" between Transradio and the Columbia Broadcasting System and National Broadcasting Company a "common sense" solution to the controversy, according to Editor & Publisher. He expressed confidence that the settlement will contribute to a better understanding between newspapers and radio, declaring Transradio had demonstrated it observes the tradition of honesty and accuracy in news. Transradio's purpose makes it "preposterous and utterly suicidal for us to pirate news" he asserted.

He announced plans for the first large-scale demonstration of facsimile broadcasting. Early in the Fall, he said, Transradio will invite a group of interested broadcasters to New York for private demonstrations which will test the facsimile project as a practical adjunct to regular broadcasting. The process to be used is the Fulton process, which Transradio regards as adaptable to home operation. Development of equipment has now reached the point where home reception can be achieved with complete success, he said.

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WOR-MUTUAL PLANS EXPANSION AT MEETING

Plans for the addition of more stations in new territories to the Mutual Broadcasting System and a guarantee of definite periods on all stations of the network for commercial programs were among the major developments of the semi-annual meeting of the MBS held in Chicago last week after the convention of the National Association of Broadcasters.

Announcement was also made of three new sponsored cooperative programs for the stations on the network starting next Fall; plans were made to more closely unite the present group of stations, and an improved and enlarged sustaining service from all affiliated stations was forecast which will bring added special feature events to WOR-Mutual listeners.

The meeting was attended by more than thirty representatives of Mutual stations. Representing WOR were Alfred J. McCosker, President of WOR and Chairman of the Board of Mutual, and Theodore C. Streibert, Vice-President of WOR and First Vice-President of the Mutual system.

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